

Apteco

Technical Guide

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

acoustic Integration Guide D054T3X002- June 2018

Revision Tracking Sheet

This manual may be revised periodically to incorporate new or updated information.

Note:

Every effort has been made to keep the information up to date there may be changes to the broadcaster's API if in doubt contact your support department.

Listed below is the revision date of each page (if applicable):

PageRevision

All Pages Updated D054T3X002 - June 2018

Acoustic acquired IBM Watson in April 2019 – This integration guide is being updated to reflect any changes brought about by that purchase, please contact your partner or Apteco for information about this integration.

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1 Introduction

This integration guide details the processes required to integrate the Apteco Marketing Suite with the IBM Watson, SilverPop SilverPop email service provider (ESP).

Integration options:

FastStats

For a one-off broadcast, you can use a combination of the Email Broadcasting and Email Responses wizards to upload your list, schedule a broadcast campaign, and finally receive responses from your customers back into your FastStats system for further analysis.

PeopleStage

Automate data uploads for unattended and scheduled marketing broadcasts, PeopleStage will allow you to define and implement marketing process flow diagrams that will react to the responses you receive from the ESP.

Export and Upload a File

Access generic FTP support to allow data export and upload to third-party digital broadcast providers.

Note:

Apteco approves this integration with SilverPop. Use of the Apteco Marketing Suite in combination with SilverPop software through this integration will not affect the intellectual property rights indemnity provided in the Apteco Marketing Suite "End User Licence Agreement".

1.1 **Summary of SilverPop functionality**

Technology

SilverPop integrates with your FastStats system by utilising a RESTful transport over HTTP/S, in conjunction with SFTP.

Supported Integrations

SilverPop supports all the above integration options.

Type of Integration – User Defined

SilverPop is a User Defined integration meaning you can select variables at run time and create a personalised output based on specific requirements.

1.2 Before You Begin

CAUTION

This guide assumes you have the relevant Apteco Marketing Suite system administration experience to perform this task, particularly with the FastStats Administrator, SQL Server and the areas of the Apteco Marketing Suite that relate to creating selections and campaign creation. If you do not, contact your Apteco partner or the Apteco support team. You need to have the appropriate system and SQL Server administrator permissions to install the relevant components successfully. Additionally, you will need to have Access to the broadcaster web-based control panel and obtain all the relevant information from SilverPop. You will also need to understand how to construct your message in SilverPop.

This guide details the steps required to integrate FastStats and PeopleStage with a Broadcaster using an API; the document is in two parts:

- 1. The configuration of the Apteco Marketing Suite
- 2. Appendices which include:
 - a. A summary of configuration in SilverPop
 - b. API Parameters

You need to configure SilverPop before you perform the steps in Chapter 4

Useful to have before you start:

• **Database Connection String** made up of the database server Instance name and FastStats system name, for example:

<<u>SQLServerInstanceName</u>>;Initial Catalog=RS_<<u>SystemName</u>>;User Id=faststats_service;Password=fa5t5tat5;

• The Digital Integration.zip available from:

https://www.apteco.com/portal/software-releases

• Decide where your FERG folders are to be created

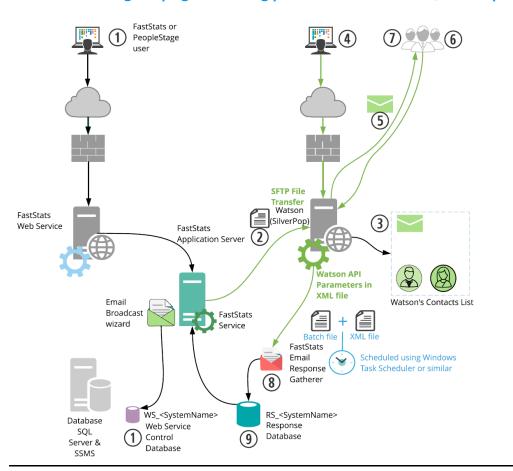
Used to store the .xml and .bat files used when scheduling FERG Bulk insert folder must be accessible from SQL Server to use BULK INSERT

- Decide where you want the FastStats Email Response Gatherer to be installed This will typically be on the same PC as the FERG folders but can be on any PC
- The SilverPop API Username and Password
- The SilverPop Mailing Name and List Name

2 Process Summary

2.1 Architecture

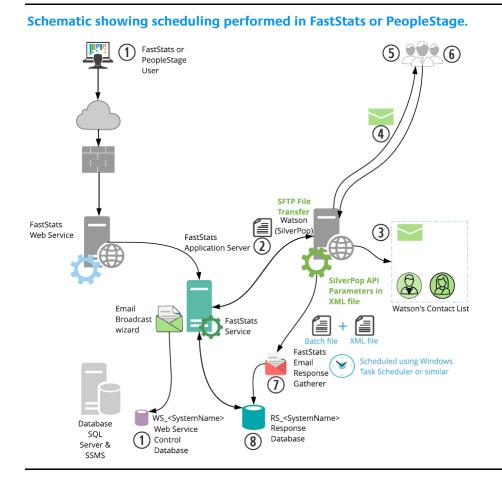
The following diagrams describe a typical process from FastStats to SilverPop, to the customer and back to FastStats.



Schematic showing campaign scheduling performed in IBM Watson, SilverPop.

- 1. A broadcast is initialised through the FastStats Web Service using the Email Broadcasting Wizard, which inserts a job into the Web Service Control database (WS_DB).
- 2. The FastStats Service picks this job up, uploads the list to the IBM Watson, SilverPop SFTP site and then uses RESTful communication to monitor the upload.
- 3. IBM Watson, SilverPop then imports the contents of this list to its contacts database and associates them with a message name ready for use in any email campaigns.
- 4. A campaign can then be scheduled using the IBM Watson, SilverPop web interface.
- 5. IBM Watson, SilverPop sends Messages to all recipients on the list.
- 6. IBM Watson, SilverPop records any undelivered messages.
- 7. IBM Watson, SilverPop records a response for each interaction with a message (for example opens and clicks).

- 8. A scheduled job on the FastStats server initiates the FastStats Email Response Gatherer (FERG) which checks the SFTP site for response files.
- 9. These responses are then imported into the Response database (RS_DB) ready for analysis by your FastStats system.



The key difference in this process is messages are sent from IBM Watson, SilverPop automatically, allowing full control of the campaign scheduling from within the Apteco Marketing Suite.

Note:

For the message to send automatically, you need to create a Contact List and a Message in IBM Watson, SilverPop

3 Apteco System Configuration

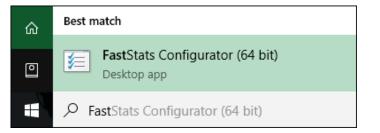
3.1 **Creating the Response Database**

You will need to create a response database to receive your responses from the ESP.

1. Open the FastStats Configurator.

Tip:

Search for Fast in the Start Menu



2. Select Database Management.

FastStats.NET Configurat	ion (32 bit) 📃 🗉 💌
File Help	
APTECO	stStats.NET Configuration
	Web Service
	Database Management
	FastStats Services

3. Select the Database Creation Wizard option and click Start Wizard.



4. Enter the name of the **Database Server** where you wish to store the response database, click **Test Connection**

Database Server :	TDXPS8930DT\SQLEXPRESS	;
	Windows Authentication	
Usemame :		
Password :		
		Test Connect
		Test Database Connection X
		Connection succeeded
		ОК

Note:

The Database Server name can be found by launching SSMS and finding the SQL Instance for your FastStats system, for example TDWIN10B\SQLExpress.

5. Enter a System name (for example Holidays) and your secure password.

Create Database	lizard	-		
Step 2 - Additional Inf	mation			
System name :	Holidays			
Default password :	•••••			
			Back	I

Creat	e Database Wizard		-		×
Step 3 -	Choose database compon	ents			
Install	Component	Database Name	Notes		
	Configuration	FS_Config	Database	already e	cists
	Control	WS_Holidays	Database	already e	cists
	Email Response	RS_Holidays			
	PeopleStage	PS_Holidays			
	PeopleStage SmokeTest	ST_Holidays			
	Orbit	OB_Holidays			
	Business Library	BL_Holidays			
	Archive	AR_Holidays			
	Facebook	FB_Holidays			
	PushNotifications	PN_Holidays			
	Cascade	CS_Holidays			
	Twitter	TW_Holidays			
	Google	GO_Holidays			
			Select Al	Refn	esh
			[Back	Ne

6. Select the Email Response check box, then click Next.

Note:

The Response Database may already exist, see the **Notes** column if it does you do not need to complete this process, click **X** to exit the installer.

7. Click **Next** on the Review actions step.

Step 4 - Rev	riew actions		
Paramete	rs :	 	
	<configuratorbuild> = 17313</configuratorbuild>		
	<db_password> = fa5t5tat5!</db_password>		
	<systemname> = Holidays</systemname>		
	<db_location> =</db_location>		
	<db_log_location> =</db_log_location>		
	<responsedb> = RS_Holidays</responsedb>		
	Run script : Create Response Database.sql		

8. Click Run Scripts.

Create Database Wizard			_		×
Step 5 - Create Database(s)					
Email Response	View Notes	Copy Script	View Log		
	 		Run Scrip	ts Ca	ncel
				Back	Nex

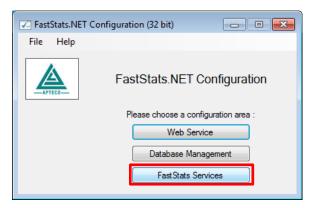
9. Click Finish.

_	Create Databas	e Wizard			-		×
St	tep 5 - Create Dat	abase(s)					
E	Email Response	Complete	View Notes	Copy Script	View Log		
					Run Scrip	ts Car	ncel
						Back	Finish
						Dack	THINST

3.2 Linking the Response Database to the FastStats Service

You need link the response database to the FastStats service.

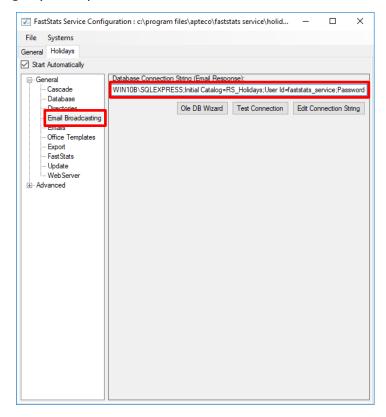
- 1. Open the FastStats Configurator
- 2. Select FastStats Services



3. Select the **FastStats Service** for the system to link to the response database, click **Properties**

FastStats.NET Services	Manager		_			×
Manage Services						
Name	Status	Version	Query Component Version		Sta	art
FastStats Service - Holidays	Running	1.3.17313.70 (Q4 2017)	5.6.2.18037		Sto	op
					Res	tart
					Refres	h (F5)
					Upd	late
					Prope	erties
					View	log 🛛
					Licen	nsing
<				>		

 Select the system tab you want to link the response database, select Email Broadcasting from the list on the left and then enter the database connection string to your response database.



5. Click Test Connection, click OK to close the dialogue box

Database Con	nection String (Email Response):	
•••••	Ole DB Wizard Test Connection	Edit Connection String
	Database Connection	×
	Connection to email response database su	iccessful.
		ОК

6. Select Save from the File menu

Note:

A restart of the FastStats service is required to pick up the changes to the configuration, click **Restart** in the **Managed Services** dialogue box.

General Considerations

For broadcasts to work correctly you need to ensure that the FastStats server has access to the relevant SilverPop server through port 443, see the example URL below; this may vary with your account:

transfer2.silverpop.com

3.3 Installing the Email Response Gatherer

You can find the FastStats Email Response Gatherer installer in the DigitalIntegration.zip, extract the zip file to your designated PC where you want the email response web gatherer to run.

Digital Integration.zip available from: https://www.apteco.com/portal/software-releases

Note:

The FastStats Email Response Gatherer application can run on any PC in your system.

Open the **EmailResponseGatherer64Setup.msi** from the DigitalIntegration\ EmailResponseGatherer folder.

1. Click Next.

🙀 FastStats Email Response G	atherer x64 Setup	_		×
≶ ≡	Welcome to the FastStats Er Gatherer x64 Setup Wizard	mail	Respo	nse
	The Setup Wizard will install FastStats En Gatherer x64 on your computer. Click Ne Cancel to exit the Setup Wizard.			or
	Back Next		Cano	cel

2. Select the check box to accept the terms and click Next

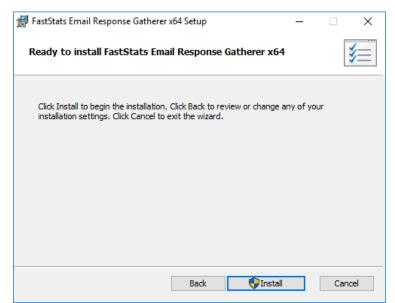
🕞 FastStats Email Response Gatherer x64 Setup 🦳 —		×
End-User License Agreement		
Please read the following license agreement carefully	3	=
		_
FASTSTATS END USER LICENCE AGREEMENT		^
This Licence Agreement is between Apteco Limited ('Aptec	o' or	
in the appropriate context 'we', 'us' or 'our') and the user (or in the appropriate context 'your') of the FastStats soft	-	
('Software').	ware	
The conversion and intellectual property in the Software is an	mad	
The copyright and intellectual property in the Software is ov by Apteco. We offer you a non-exclusive and non-transfer		
		~
✓ I accept the terms in the License Agreement		
Print Back Next	Cance	1

3. Click **Change** if you wish to install the Email Response Gatherer application in a different location then click **Next**

FastStats Email Re	sponse Gatherer x64 S	etup	_		2
Destination Fold	er				
Click Next to insta	l to the default folder or	click Change to c	hoose another.	3	-
Install FastStats Em	ail Response Gatherer x	:64 to:			
C:\Program Files\A	pteco\FastStats Email R	esponse Gatherer	x64\		
Change					
		Back		_	
			Next	Cance	

Note:

The default directory for this is C:\Program Files\Apteco\FastStats Email Response Gatherer x64 but may be different, we recommended that you install this in your FastStats application files directory on the FastStats Application Server. 4. Click Install to start the installation



5. Once the installation has completed, click Finish

🖟 FastStats Email Response Ga	atherer x64 Setup	_		×
<u>ال</u>	Completed the FastStats Gatherer x64 Setup Wiza		Respon	se
	Click the Finish button to exit the Set	up Wizard	I.	
	Back Finis	sh	Cano	el

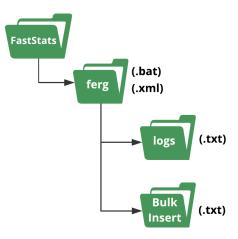
3.4 Creating the Response Gatherer Folders

You will need to create folders to store the files to use with the Response Gatherer; these will include the following types of files.

Type of file	Description
Batch (.bat)	Contains the information for applications like Task Scheduler or command-line programs to run the Response Gatherer on a schedule
XML (.xml)	Contains the connection and communication parameters used to connect to the broadcaster
Text files (.txt)	The Response Gatherer will generate two log files each time it runs, an Event log with the times each event occurred, and a Details log with a step by step log of the digital response batch process with the broadcaster

Table 1 - Files Associated with the Response Gatherer

You can create the directories in any user-defined location and use your own choice of name; you must refer to the directories in the batch file.



A typical example folder structure

Important:

The bulk insert directory must be accessible from the SQL server and the user running the SQL Server Service must have read permissions to it.

3.5 **Creating the Configuration File**

You will need to create an XML file containing the configuration settings to use with the Email Response Gatherer; the XML file is specified in an argument when you run the EmailResponseGatherer.exe

Note:

You can use the Response Gatherer with multiple integrations by using an XML and matching batch file for each integration.

- 1. Browse to the directory where you installed the Email Response Gatherer and open the **EmailResponseConfig.exe**, enter your Connection String and click **Test**
- 2. Select SilverPop from the Broadcaster drop-down list
- 3. Enter the Username and Password to use with the SilverPop API
- 4. Use Add to add all the required parameters for the Broadcaster
- 5. Use the File menu to save the XML file to the batch and XML file folder

🚰 FastStats Email Response	Gathere	er — 🗆	\times
File Help			
Database			
Connection string :			Edit
Timeout (secs) :	0	÷	Test
Bulk insert folder :			Browse
Send Email on Error	SMT	P Properties	
PeopleStage connection string :			Edit
Email Broadcaster			
Broadcaster : Silverpop			~
Usemame : name.surnam	e@apt	eco.com	
Password : password			
Broadcast Parameters			
ADDITIONALCOLUMNNAMES			~ Add
Parameter		Value	
FTPURL		ftp://{username}:{password}@ftpsite/upload	
URL		https://api2.silverpop.com/XMLAPI	
EMAILCOLUMNNAME		Email	
TYPECOL UMNNAME		Event Type	
MESSAGENAMECOLUM	NNAME	Mailing Id	
CLICKURLCOLUMNNA	ME	URL	
CLICKDATECOLUMNN	AME	Event Timestamp	
•			
will get inserted into the ClickDat	e field in	verpop extract file that holds the date that the Url was clicked. Th the Response table. Typically this will be:	ne value
Missing required parameter	(s):E\	VENTTRIGGEREDDATECOLUMNNAME	

Note:

The Email Response Config application displays a warning message about required parameters until you have included them all.

Table 2 – EmailResponseConfig Parameters

Dialogue Item	Settings to use
Connection String	The connection string to the response
	database for your system
Timeout (secs)	The timeout (in seconds) for the connection
	and query steps, the default is 1200 seconds
Bulk insert folder	The location to store the results to optimize
	the processing of campaigns that generate
	large volumes of data, SQL Server can BULK
	COLLECT from this location
PeopleStage Connection String	Used for certain broadcasters, to retrieve
	metadata from the PeopleStage database
	Not applicable with SilverPop

Email Response Config dialogue with ADDITIONAL FIELDS completed

루 Fas	stStats Ei	mail Response G	atherer	_		\times
File	Help					
Databa	ise					
Connec	ction strin	ig :				Edit
Timeou	it (secs) :		0		*	Test
Bulk in:	sert folde	r:				Browse
Sen	nd Email (on Error	SMTP Propertie	es		
People	Stage co	nnection string :				Edit
Email B	Broadcast	ter				
Broadc	aster :	Silverpop				~
Usema	ime :	name.surname	@apteco.com			
Passwo	ord :	password				
Broadc	ast Para	meters				
ADDIT	IONALC	OLUMNNAMES			``	Add
	Param	eter		Value		
	FTPUR			ftp://{username}:{password}@ftpsi	te/u	upload
	URL			https://api2.silverpop.com/XMLAPI		
	EMAIL	COLUMNNAME		Email		
	TYPEC	OLUMNNAME		Event Type		
	MESSA	GENAMECOLUMN	INAME	Mailing Id		
	CLICK	URLCOLUMNNAM	E	URL		
	CLICK	DATECOLUMNNA	ME	Event Timestamp		
▶	EVENT	TRIGGEREDDAT	ECOLUMNNAME	Event Timestamp		
*						
				ract file that holds the date that the event was proc field in the Reponse table. Typically this will be:	luced	i. The

See **Appendix B** Email Response Gatherer Parameters for a full list of available parameters to use with the Email Response Gatherer.

3.6 Scheduling the Response Gatherer

You need to set FERG to run on a scheduled basis, provide it with the broadcaster's communication details (in a .xml configuration file) and the location to output the Log files; this example uses Windows Task Scheduler however you can use any similar application or create Command Line (.cmd) files manually.

Creating the Batch Files

The batch files provide the Response Gatherer with the Log file directory and the name of the XML file to use.

Create or modify the batch file using Notepad++ or similar text editor, see appendix B for an example file, save the file to the batch and xml file directory.

Using Task Scheduler

Using the Windows Task Scheduler, you can create multiple Tasks to run the Response Gatherer on a timed basis.

1. Open Windows Task Scheduler

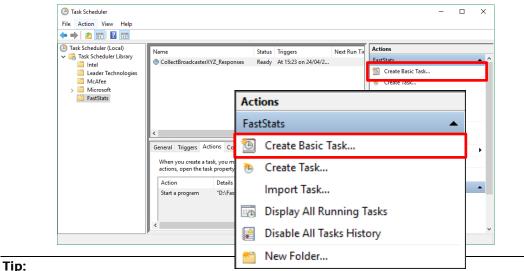
Тір

Search for Task in the Start Menu

=	☞ □ ⊕	Filters \checkmark
	Best match	
0	Task Scheduler Desktop app	
	Apps	
	😡 Task Manager	
	Search suggestions	
	✓ Task - See web results	>
ŝ		
2		
=	P Task Scheduler	

The Windows Task Scheduler opens

2. Select Create Basic Task



u can create folders t

3. Create a Basic Task step

a. Give your task a Name and Description

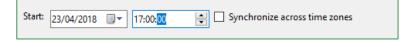
Create Basic Task Wizard			Х
Create a Basic Tasl	ĸ		
Create a Basic Task			
Trigger		d to quickly schedule a common task. For more advanced options or settings ple task actions or triggers, use the Create Task command in the Actions pane.	
Action	Name:	CollectBroadcasterXYZ_Responses	
Finish	Description:	Scheduled Response Collection for XYZ	
		< Back Next > Cance	1

4. Task Trigger step

a. Select the Trigger interval

Create Basic Task Wizard				×
Task Trigger				
Create a Basic Task Trigger	When do you want the task to start?			
One Time	 Daily 			
Action	O Weekly			
Finish	O Monthly			
	One time			
	O When the computer starts			
	O When I log on			
	O When a specific event is logged			
		< Back	Next >	Cancel

b. Enter the Start Date and Time or relevant sub-step details



5. Action step

a. Select Start a program and click Next

Create Basic Task Wizard			×
Create a Basic Task Trigger	What action do you want the task to perform?		
One Time Action			
Finish	 Start a program Send an e-mail (deprecated) 		
	 Display a message (deprecated) 		
	O Display a message (deprecated)		
	< E	Back Next > Cance	el

- 6. Start a Program Step
 - a. Click **Browse** then navigate to the folder containing your batch files, select the file to use and click **Open**
 - b. **Optional:** Provide the name of the XML configuration file in the **Add arguments** box, click **Next**

Note: The XML file is typically included in the batch file.

Create Basic Task Wizard				×
5tart a Program				
Create a Basic Task Trigger	Program/script:			
One Time	"D:\FastStats\FERG\Example Batch.bat"			Browse
Action	Dr.(raststats(rEito)Example batch.bat			
Start a Program	Add arguments (optional):		Example.xm	
Finish	Start in (optional):			
		< Back	Next >	Cancel

7. Summary step – Click Finish

Create Basic Task Wizard			Х
Summary			
Create a Basic Task			_
Trigger	Name:	CollectBroadcasterXYZ_Responses	
One Time	Description:	Scheduled Response Collection for XYZ	
Action	besenption		
Start a Program			
Finish			
	Trigger:	One time; At 15:23 on 24/04/2018	=
	ingger:		
	Action:	Start a program; "D:\FastStats\FERG\Example Batch.bat" Example.xml	
	Open the l	Properties dialog for this task when I click Finish	
	When you cli	ck Finish, the new task will be created and added to your Windows schedule	
		< Back Finish Cance	el

4 FastStats Broadcasting & Responses

Notes:

You must log in as an administrator to perform the following task.

The Email Broadcasting Wizard is required for FastStats use only.

4.1 Enable Email Broadcasting

You must enable the Email Broadcasting wizard plugin.

- 1. Open the FastStats Configurator
- 2. Select Web Service

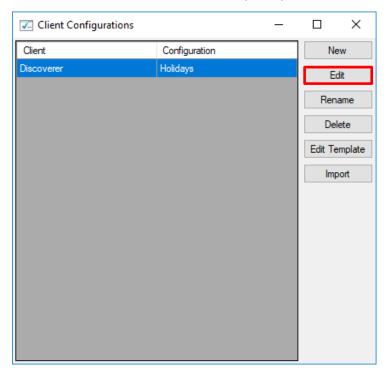
FastStats.NET Co	onfiguration (32 bit)	- • 💌
File Help		
APTECO-	FastStats.NET C	Configuration
	Please choose a conf	iguration area :
	Web Serv	ice
	Database Man	agement
	FastStats Se	rvices

3. Click **OK** on the Web Service Chooser dialogue box

Web Service Chooser	×
Web service configuration	
••••••	Edit
ОКС	ancel

4. Click Client Configuration

FastStats Web Serv	rice Configuration	– 🗆 X
File Systems		
General Holidays		
Configuration Database	FS_Config	View log
Number of Log Entries	144	Check config
Log detail	Verbose ~	Client Configuration
Log Table Size	832 KB	Client Binaries
Log Rows to Keep	10,000	



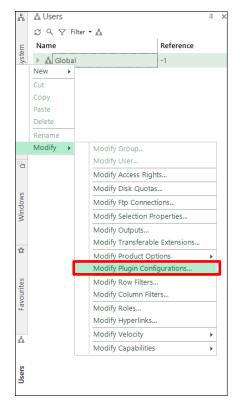
5. Select the Discoverer client associated with your system and click Edit

6. On the Plugins tab ensure the **Apteco.Discoverer.Plugins.EmailBroadcasting** check box is selected then click **OK**

General	Appea	rance	Restrictions	Support	Plugins	Launcher	Network	Debug	Telemet	ry	
Plugin	3										
	Enable	Plug	in Name								
	~	Apteo	co.Discoverer	.Plugins.	Cascade						
	~	Apteo	co.Discoverer	Plugins.	Cluster						
	~	Apteo	co.Discoverer	Plugins.	DecisionT	ree					
		Apteo	co.Discoverer	Plugins.	ExternalLi	nks					
		Apteo	co.Discoverer	Plugins.	Licensing						
		Apteo	co.Discoverer	Plugins.	Linkage						
	~	Apteo	co.Discoverer	Plugins.	Мар						
	~	Apteo	co.Discoverer	Plugins.	Modelling						
	~	Apteo	co.Discoverer	Plugins.	ModelRep	ort					
	~	Apteo	co.Discoverer	Plugins.	Profile						
		Apteo	co.Discoverer	Plugins.	SimpleMo	delling					
	✓	Apteo	co.Discoverer	Plugins.	Transactio	onAnalysis					
		Apteo	co.Discoverer	Plugins.	UrnTransf	ormations					
	✓	Apteo	co.Discoverer	Plugins.	VirtualVari	iable					
	V	Apter	co Discoverer	Plugins	Report						
•	~	Apteo	co.Discoverer.	Plugins.E	mailBroadc	asting					
		Apteo	co.Discoverer	.Plugins.	SalesForc	e					
			co.Discoverer	-		Oynamics					
		Apteo	co.Discoverer	.Plugins.	Search						
	v		co.Discoverer	-		ctions					
	v	Apteo	co.Discoverer	.Plugins.	Venn						
	V		co.Discoverer	-		d					
	V		co.Discoverer	-	-						
	✓		co.Discoverer	-	-						
			co.Discoverer	-		-					
	✓	Apteo	co.Discoverer	Plugins.	Storyboard	±					

4.2 **Configuration in FastStats**

 Open Apteco FastStats, select the Users explorer, right-click on the Global node then navigate to *Modify* > *Plugin Configurations*



2. Expand the **Wizard** node then **clear** the **Inherit** check box for **Email Broadcasting** (User Defined Fields) and then click on the Edit button.

Modify Plugin Configur	ations		
€ Tool (20 items)			<u> </u>
Wizard (28 items)			
Plugin	A	Inherit	
Aggregation	Edit	\checkmark	
Assign Values	Edit	\checkmark	
Basket Analysis	Edit	\checkmark	
Best Next Offer	Edit	\checkmark	
Calculate Expression	Edit	\checkmark	
Cluster Model	Edit	\checkmark	
Combine Categories	Edit	\checkmark	
Count	Edit	\checkmark	
Create And Update	Edit	\checkmark	
Create From Cube	Edit	\checkmark	
Date Banding	Edit	\checkmark	
Decision Tree Model Output	Edit	\checkmark	Clea
Drive Zone	Edit		Cica
Email Broadcasting (Predefined Fields)	Edit		
Email Broadcasting (User Defined Fields)	Edit		
Email Responses	Edit	\checkmark	
Import Data	Edit	\checkmark	•

3. Click Add to add a new template

Email Broad	lcasting	×						
Name	Email Broadcasting Visible In Toolbox							
Tooltip Text	Upload selected records to your chosen Email Service Provider							
Image Path	images\EmailBroadcastingWizard.jpg							
Group	Output Wizards Order Within Group							
	Group Order _5 🔺							
	Name							
Templates								
		Add						
	I	Add						
	ОК	Cancel						

4. Enter a **Name**, select the appropriate **Resolve Table** from the drop-down and select **SilverPop** from the Broadcaster drop-down.

Silver	Рор				
Resolv	ve Table:				
People	le	-			
	lcaster:				
Silver	rpop	•			
Known	n Parameters:				
URL	-				
http	ps://api[pod].silverpop.co	m/XMLAPI			
ууу	yyMMdd-HHmmss				
Visib		•			•
Visib	bility	•	Value		•
Visib	bility ional Parameters:	T	Value		

Note:

Scroll to enter the Known Parameters information, some fields will be entered automatically, * indicates a required parameter.

Complete the template parameters form with the required settings for your SilverPop account.

Parameter	Reqd.	Settings to use
URL	Y	https://api[pod].silverpop.com/XMLAPI
Dated List Format	Y	yyyyMMdd-HHmmss
Visibility	Y	1
FTP Username *	Y	username* (blank by default)
FTP Password *	Y	password* (blank by default)
FTP URL	Y	transfer[pod].silverpop.com*
Upload Empty Lists		Selected (default)
Private Key Path		
Upload Only Contact List		
Folder		
Upload And Broadcast		
Contact List Folder		
Upload Only List Folder		
Upload And Broadcast List		
Folder		
Client ID	Y	A unique alphanumeric string*
Client Secret	Y	A unique alphanumeric string*
Refresh Token	Y	A unique alphanumeric string*
		(You will receive this from Watson
		Automation by email)
List Id Column Name		
Master Table	Y	The database to use within SilverPop
Encoding	Y	Default

Table 3 – Edit Upload Template Known Parameters Settings

Note:

*These settings will be specific to your SilverPop account. [pod] refers to a unique numeric ID for your account

Note:

You will need to exit out of FastStats and log in again for these changes to take effect.

4.3 Checking your configuration

You can test the configuration by creating a Data Grid and using the email Broadcast Wizard; this will send a message to the people in your selection.

Note:

You must set up a message in SilverPop before performing this step see **Appendix A Configuring SilverPop.**

1. Create a **Data Grid** based on the appropriate selection criteria and drag on the variables that you want to pass to SilverPop (one must be an email address)

New Selection 3	
Summer List	People
📫 🔒 🗍 📋 Notes 📲 🖷 🗏 🖂 🐴 🖄 🖓	
	dd User Code 👻 🛗 Rows To Browse 🛛 🕅 🖉 🐨 🕐 🕶
Data Grid *	 <i>Ψ</i> ×
Grid	Chart
Drag a column header here to group by that colum	in.
Person URN # Title # Initial # Surname # Email	Address 🕫
4	
Cover Selection * Data Grid *	

2. Click the Email Broadcasting icon

New Selection 3				/	
Summ	ner List		/	Peo	ple
📑 🗗 🖬 🗇	∰ Not	es + 🏢 🗉	1 🖂 🐴 🖄	▽ 6■ •■	
P Export	t As 🔻 🕷	Limits τ Σ	Aggregation	📲 🛔 Add User Coo	de 🛛 🏭 Rows To Browse 🗸 🕅 🖉 🐨 💽 🗸
Data Grid					7 ×
		Grid			
Drag a colum	1 header	here to a	roup by that	column.	
Person URN #		-		Email Address 🕫	-
EllieHolderness		E	Holderness		*
JessicaHolder	Mrs	E J		ellie.test@bubb	
		-		jessica.test@bu	
RileyHoldern	Mr	R	Holderness	riley.test@bubb	
RobinHolder	Mr	R	Holderness	robin.holdernes	
JaneHolderne	Mrs	J	Holderness		
SimonHolder	Mr	ç	Holderness	simon holderne	₩ ▶
					Browsing first 1,000 People
Cover Selection	Data Gri				
Cover Selection	Data Gri	a			
					86 People

The Email Broadcasting Wizard opens

3. Choose the SilverPop template from the drop-down list and click Next

Note:

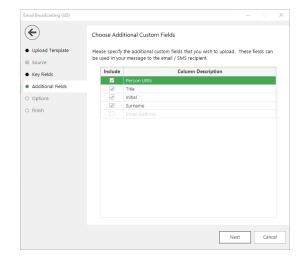
The wizard will omit this step if you have only one Upload Template

Email Broadcasting (UD)	- 0
	Choose Upload Template
 Upload Template 	This wizard uploads a selection to your email broadcaster. Select the upload template
Source	that you wish to use using the drop down list below.
O Key Fields	You can get a detailed description of the template by selecting and reading the
O Additional Fields	information below.
O Options	Elaine 🗸
O Finish	
	Next Cancel

4. Choose the email field and click Next

Email Broadcasting (UD)		
¢	Choose Key Fields	
 Upload Template Source Key Fields 	Please specify the key fields for the data that either choose an email address, an SMS phor Select the field that contains the email addres address field then please choose None.	ne number or both.
 Additional Fields Options Finish 	Email Field Select the field that contains the SMS phone - phone number field then please choose None SMS Field	
		Next Cancel

5. Review the additional fields that will be sent as part of the list and click Next



6.	Complete the Emai	Broadcasting Det	ails form then click Next
----	-------------------	------------------	---------------------------

Email Broadcasting — 🗌 🔿				
¢	Email Broadcasting Details			
 Upload Template 	Please enter your credentials for uploading your	records to the broadcaster.		
Source	Username ap	otecouser@apteco.de		
Key Fields	Password **	*****		
Additional Fields	Enter the details for this list. If you want to over	write an existing list, ensure that you		
 Options 	check the overwrite box.	ptLIVE Q •		
O Finish	Overwrite an existing list	est Message Q elow.		
	confirmation email to the address below.	the broadcaster will send a		
	Email Address to	ony.dzumaga@apteco.com		
	0%			
		Finish Cancel		

Table 4 – EmailResponseGatherer.exe.config Settings

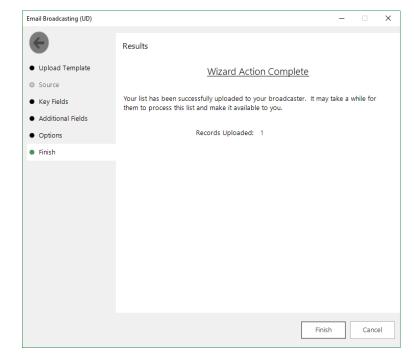
Option	Settings to use
Username	The username for your SilverPop account
Password	The password for your SilverPop account
List Name drop-down	Click on the List Name retrieve button and select a list from the drop-down (this appends any new records to the list) or enter a new List Name
Message Name	Click on the Message Name retrieve button and select one from the drop-down or leave it blank if you only want to upload your list
A copy of the list will be saved to the directory below	Browse to the location where you wish to save a copy of the list
Email Address	Enter an Email Address FastStats will use this to notify you once the list has been processed and then click Next

7. If you entered a message name, a Broadcast Warning message displays meaning this will send a message to your target audience

Click Yes to commit this action

Broadcast	Warning	×
?	You have chosen to broadcast a message to the selected recipients. On confirming this action, an upload and automatic broadcast will take place. Are you sure you wish to continue with this action?	
	Yes No	

8. Once the list has been uploaded (and if applicable the message delivery has been scheduled), the wizard will complete. Click **Finish** to close the wizard.



Note:

You will need to exit out of FastStats and log in again for these changes to take effect.

4.4 Email Responses Wizard

When your emails have been sent out you can start analysing the responses from your target audience.

- 1. Open the Email Responses wizard
- 2. Enter the name of the message that you used in the Email Broadcasting wizard and click **Next**

Email Responses	- 0
	Choose Message
Message Information	This wizard will show information on the responses to an email broadcast campaign and allow you to create a virtual variable from this information.
) Email Variable	Please enter the name of the message you want to get information for:
) Folder) Add Notes	Summer Promotion
) Name	
) Security	
O Finish	
	Next Cancel

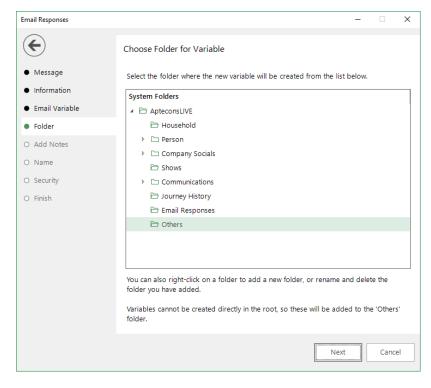
3. As the Email Response Gatherer starts collecting information from SilverPop, you will see how customers are interacting with your broadcast. If you want to analyse this information further, click on Create a virtual variable from this information and then click Next

Email Responses			-		×
¢	Message Response Information				
Message	This is the response information for m	nessage:			
Information	Su	mmer Promotion			
O Email Variable	Unopened	-			
O Folder	Bounced	0			
O Add Notes	Opened	29			
O Name	Clicked through	13			
O Security	Opted in	7			
O Finish	Opted out	0			
	Would you like to create a variable co	ontaining this response informatio	on?		
	Create a virtual variable from this in	✓ Create a virtual variable from this information			
		Next		Canc	
		Next		Cano	ei

4. Drag the Email variable that you used in the Email Broadcasting wizard onto the drop box and click **Next**

Choose Variable			
	Please specify the Email or SMS variable that was used to send the message with.		
	Drop your variable here		
Email Responses	- 🗆 X		
€	Choose Variable		
Message	Please specify the Email or SMS variable that was used to send the message with.		
 Information 	Email Address		
Email Variable			
O Folder			
O Add Notes			
O Name			
O Security			
O Finish			
	Next Cancel		

5. Locate the folder where you wish to store the virtual variable and click Next



6. Enter any notes that will be stored along with the virtual variable and click Next

Email Responses		-		×
¢	Add Notes to Variable			
 Message Information Email Variable 	Enter any notes you want to associate with your variable. Your username will automatically be recorded.			
Folder				
 Add Notes 				
O Name				
O Security				
O Finish				
	Ne	xt	Cano	el

7. Enter a Description for the virtual variable or drag an existing virtual variable onto the drop box if you wish to overwrite it. Modify the Security Attributes if applicable and then click **Next**

Email Responses	- □ >	×			
¢	Choose Variable Description				
Message Information	We need a description for your new variable. A unique variable reference will be created for the variable based on the description and table name.				
Email Variable	Description Summer Promotion Response				
 Folder Alternatively you can choose to overwrite an existing virtual variable with these nervalues. Drag the variable to be overwritten onto the panel below. 					
Add Notes	Drop the variable to overwrite here				
Name					
O Security If you want to create a URN Snapshot of this variable (so that it will be recreated to contain exactly the same records after a system refresh) check the checkbox.					
O Finish	Create URN Snapshot help				
	If you wish to change the security attributes for this variable for yourself, your group or other users check the checkbox below.				
	Modify Security Attributes				
	0%				
	Next Cancel				

8. Click OK

Informatio	n	×
i	The counts for some of the categories in the created variable will be different to those shown in the wizard.	
	This is most likely due to some duplicate values for the key (email address or SMS) variable specified in the wizard.	
	OK	

9. Click Finish

Email Responses	- 🗆 X
€	Results
 Message Information Email Variable 	<u>Wizard Action Complete</u> This wizard has completed performing the requested actions. The effected variable has been highlighted in the System Explorer.
FolderAdd Notes	Records Updated:38Codes Updated:0
 Name Security 	If you wish to start a new selection with this variable, check the box below.
• Finish	Click 'Finish' to exit this wizard.
	You can also choose to refresh this variable on a schedule. Please press the button below to bring up the schedule editor.
	Update this variable on a schedule
	Finish Cancel

5 PeopleStage Broadcasting & Responses

5.1 **Defining the Broadcast Channel in PeopleStage**

To use SilverPop with PeopleStage, you must set up a channel that defines the settings and parameters and any fields that you always want to send to SilverPop.

 Open PeopleStage, select *File > Administration > Channel Editor*. Click Add Email Channel through the context menu within a folder

Add	Add Folder
Copy Channel	Add Email Channel
Paste Channel	Add File Channel
	Add FTP Channel
Import	Add Push Notification Channel
Export	Add Facebook Channel
Delete Channel	Add Twitter Channel
	Add Google Channel
	Add Microsoft Dynamics Channel
	Add SalesForce Channel

2. Enter a name in Channel Name

Channel Nan	ne: Email - SilverPop	
Allow In Transactional Outp	ut: Never	
	Test Login	
	Test Broadcast	
	Broadcaster Login	× o broadcaster

Note:

(Optional) Select Yes from the **Allow In Transactional Output** (you need to be careful if you select this option, as it means we can send multiple emails to the same email address)

3. Define Output Settings for SilverPop

					Refresh Editor	Save & Close
Channel Settings Output	it Settings F	File Settings Par	rameter Setting	s Additional Variable	s Cost Settings	
Broadcaster:	SilverPop					•
Username:	oath					
Password:	•••••	•••••				
Email Variable						
Variable	e Name: En	mail Address (Pe	eEmaila)			 Clear
Variable Description O	verride: En	mail Address				
SMS Variable						
Variable	e Name: Se	elect a Variable				Clear
Variable Description O	verride:					
Reply Email Address:	robin.hold	derness@aptec	o.com			
Reply SMS Number:						
Upload but don't bro	oadcast					
Append to List						
Number of Retries:						0
Response File Key Type:	Commun	ication Key				•
Message Content Type:	Broadcas	ster Template				•
• Errors						

Table 5 - PeopleStage Output Settings

Field	Settings
Broadcaster	Select SilverPop from the drop-down
Username	Enter your API username
Password	Enter your API password
Variable Name	Select Email Address from the drop-down
Variable Description Override	Enter the description, for example, "Email Address" Note: This must correspond to the e-mail field within SilverPop
Upload but don't broadcast	(Optional) – Select this check box to upload the list only without initiating a broadcast
Reply email Address	The email address that will receive notifications when the channel is used, i.e. list uploaded / broadcast. Note: This is not the reply email address that will be used for the email send.
Number of Retries	The number of times to retry on failure of the channel. It is recommended (for Broadcast Channels) to leave this at 0. The Delivery Agent also has a retry value, so setting this to > 0 can result in multiple retries and may cause undesirable results
Response File Key Type	The key field to match responses to sends. Varies from broadcaster to broadcaster due to the fields they return in the response file. Should be set to Communication Key for SilverPop.
Message Content Type	Only Dynmark has the ability to use PeopleStage templates so this will always be Broadcaster Template. This is where the creative comes from.

			_			Refresh Editor	Save & Clo
Channel Settings Out	out Settings F	ile Settings	Parameter	Settings Addition	al Variables Co	ost Settings	
	Zip File						
Output File Format:	Comma Sep	arated Val	ues (CSV)				
Output Header:	Descriptions	;					
Delimiter:	Tab						
Alpha Encloser:	None						
Numeric Encloser:	None						
Extras:							
Encoding:	utf-8						
Errors							
Parameter ApiBase ha	as no value se me has no va						

Note:

The default Encoding is Windows-1252 if you change use the same setting on the **Parameter Settings** tab

5. The ESP **Parameter Settings** tab is blank by default, select parameters from the drop-down and click **Add** to complete the form

	Refresh Editor Save & Close
Channel Settings Output Settings File Settings Parameter Settings Additional Variables Cos	t Settings
•	Add
Encoding	
Escape Quotes	
FTP Protocol	
FTP URL	
Mailing List Retention Period	lue is 'sftp'.
Max Import Wait Time	
Message Preview Group Name	
Private Key Path	
Upload Empty Lists	
Use Dated List	
· · · · · · · · · · · · · · · · · · ·	

You will be able to get these from SilverPop or contact your Partner or Apteco

	Refresh Editor Save & Close
Channel Settings Output Settings File Settings Parameter Sett	ings Additional Variables Cost Settings
	▼ Add
Parameter Name	Parameter Value
Visibility	1
FTP URL	transfer[pod].silverpop.com
FTP Username	emailaddress@apteco.de
FTP Password	password
FTP Protocol	sftp
URL	https://api[pod].silverpop.com/XMLAPI
Master Table	AptLIVE
Client ID	
Refresh Token	
Encoding	UTF8
Client Secret	
Visibility=1;FTPURL=transfer[pod].silverpop.com;FTPUsernan	ne=emailaddress@apteco.de;FTPPassword=password;FTPProtocol
✓ Errors	

Table 6 – PeopleStage Parameter Settings

Field	Settings
	*These will be specific to your account
Visibility	1
FTP URL	Transfer[pod].silverpop.com (pod is a unique
	number specific to your account)
FTP Username	Enter your FTP username*
FTP Password	Enter your FTP password*
FTP Protocol	Either sftp, ftp or ftps*
Master Table	The name of the SilverPop database to use
Client ID	A unique alphanumeric string*
Refresh Token	A unique alphanumeric string*
Encoding	UTF8
Client Secret	A unique alphanumeric string*

See Appendix B for all the available parameters

6. Add any additional variables on the Additional Variables tab

Char	There are validation errors indicated in red Refresh Editor Save & Close							
Chan	Variable Name	Variable Descripti T	1	Formatting	Unclassified as blank			
	Forename (PeForena	First Name	-	No Formatting	-			
	Select a Variable Household Person Company Socials Shows Communications Journey History Email Responses Others			-	-			
	Add Additional Variable tional Variables Locatio	-	End					
\bigcirc	Errors dditional variable () can	't be found in the FastS	itats system					

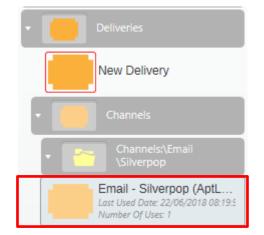
7. Click Save & Close

hanr	nel Settings Output Setti	ngs File Settings Parame	ter Settings Addition	al Variables Cost Setti		Save & Clos
	Variable Name	Variable Descriptio	Output Type	Formatting	Unclassifi	ed as blanks
>	Forename (PeForena)	First Name	-	No Formatting	-	
	Surname (PeSurnam)		-	No Formatting	-	
+	Click here to add new i	tem				
ļ	Add Additional Variables	Directly				
Addit	Additional Variables Location: End +					
ک	rrors					

5.2 **Broadcasting in PeopleStage**

You can now test your channel at any Delivery Stage

1. You can drag your new SilverPop channel from the Library to your Delivery step



2. You can select from the available messages in SilverPop from the **Message Name** drop-down or use PeopleStage's functionality to dynamically select a message, to use a different language for example.

Delivery
Everyone
Email - Silverpop (AptLIVE Database)
Message Name: Test Message
List Name:
Upload and automatically broadcast Requires Manual Approval

3. Enter your SilverPop List Name

Selecting the **Requires Manual Approval** check box gives the option to view a sample list before processing

Appendix A: SilverPop Configuration

SilverPop from IBM Watson, SilverPop works on the principle of having a database of subscribers, which you can segment into lists. FastStats or PeopleStage will upload a list of subscribers and insert them into the SilverPop database.

If you wish to automatically broadcast the list to a message either from the Email Broadcast wizard or PeopleStage, you need to create a message with a **Mailing Name** within SilverPop.

- Welcome to

 Watson Campaign Automation

 User name

 Password

 Log in
- 1. Login to your SilverPop account to access the web-based control panel

Note:

IBM Watson uses Shared or Private folders, you should create your databases and content in the **Shared** area.

A. Organization Settings and Required Information

You need the following three items to use in FastStats with Watson:

Client ID, Client Secret and a Response key.

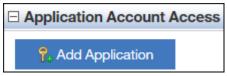
The first two are provided when creating an Application in Watson

Adding an Application

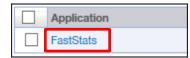
2. From the Settings menu select Organization Settings

Settings	Org Admin		
User Profile	User Accounts	All Data Jobs	Billing Report
	Approval Groups	Organization Settings	Inactivity Report
	System Activity	Security Settings	Alert Dashboard

3. From the Application Account Access node click Add Application



4. Click in the application name to see the Application Details dialog



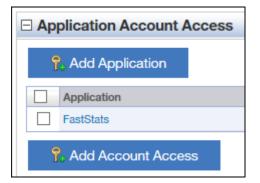
Application Details dialogue with the Client ID and Client Secret

Application Details						
	5					
Application Name						
	505877bd-7d94-4de3-8517-fccf1e7ad84e 6668685c-8e66-4534-bfcf-d2aaa9726ef3					
Gient Secret.	00000000-0000-4004-0101-028880720010					
Close						

The Response key is created when you add account access.

Add Account Access

5. Click Add Account Access and select the new application from the list



6. Select the **Application** from the drop-down and the **User Account** from the **Add Account Access** form

🐕 Add Account Access	
	_
Add an Account Access to allow an external application access to Engage through a user account. Engage will email the refresh token to you after it is created.	
Application: FastStats Application allowed to access account.	L
User Account:	
Martin Clark - martin.clark@apteco.de	
Description:	
	\sim
Add Cancel	

Getting a Response Key

An email with the Response Key will be sent to the email address associated with the selected user.

B. Creating a Mailing Database

You need a Database for each mailing list, from the **Data** menu select **Create** from the database section

Data		
Database	Queries	Contact Lists
<u>Create</u>	Create	Create
Import New	View	Update
Import Update		View
View Data		

The database creation wizard launches.

From **Step 1** - choose the type of database and complete the form:

- You will most likely choose **Double Opt-In** or **Single Opt-In** depending on your preferences requirements.
- Enter a Database or List Name
- Click Select to choose the Shared area
- Either Flexible or Restricted will work, Restricted requires a Unique Identifier at setup.

Click Next

Data	Content	Automation	Scoring	Reports	Resources	Applications	
Creat	te database /	list					
Step	ns: 1 Name	2 Add Fields					
Wha	t type of datab	base or list would y	ou like to crea	ate?			
(Double Opt	-In Database					
(Single Opt-	In Database					
(Test List						
(Seed List						
(Suppressio	n List					
C	atabase or Lis	t Name					
Γ	AptecoDB						
Whe	re would you li	ike your database	or list to be sa	aved?			
Sh	ared						Select
Crea	ate a Flexible o	r Restricted datab	ase				
(Flexible Dat	tabase					
		Mobile App Message ase field(s) that you wa				'S.	
(Restricted I	Database					
		select a Unique Identif the Unique Identifier i			t as your Unique Ide	ntifier is required when adding	g or updating
Click	<mark>chere</mark> to learn r	more about setting	s and databas	e creation.			
							Next

From Step 2. add the required fields for FastStats

ta Content	Automation	Scoring R	eports Resources	Applications	
Create databas	e / list				
Steps: 1	2				
Name	Add Fields				
Field Name					
Field Type					
Text				\checkmark	Add Field
				÷	Add Heid
Database / List	Fields				
UID	Edit	Field Name	Field Type System	Required	Default Value
	Edit	Opt In Details	System	No	
		Email Type	System	No	
		Opted Out Date	System	No	
		CRM Lead Source		No	
		Last Modified Da	,	No	
		Opt Out Details	System	No	
		Opt In Date	System	No	
		CREATED_FRO		No	
J	E-1 2				
U	Edit	URN	Text	Yes	
				Cancel Edit	Unique Identifiers

You will need the following fields as a minimum:

URN - needed to map to the URN in a FastStats system

Email - (This is added by default in Watson and is set as the Unique Identifier)

Click Edit Unique Identifiers and set the URN field as the UID, click Save

Edit Unique Ide	Edit Unique Identifier - Microsoft Edge — 🗆 🔿									
A https://e	ngage2.silverpop.com/listCreate.do									
Unique Identifier (UID) required. Please select from one to ten fields to use as the unique identifier.										
UID	Field Name	Field Type	^							
	CREATED_FROM	System								
	Opt In Date	System								
	Opt Out Details	System								
	Last Modified Date	System								
	CRM Lead Source	System								
	Opted Out Date	System								
	Email Type	System								
	Opt In Details	System								
	Email	System								
\checkmark	URN	Text								
	Forename	Text	\sim							
		Save Cano	el							

Any other fields such as the following are dependent on your campaign requirements, for example:

- Forename
- Surname
- Subject used to personalize the message
- Run Number
- Communication Key May be required for PeopleStage

Click Create to complete the Database/list creation process

Note:

The above database name is used as the **Master Table** entry during the creation of the Upload Template (see 4.2 Configuration in FastStats). If the Master Table is not specified Watson will create a database automatically. In this way you can still use Watson without creating a database.

Creating a new Message in SilverPop

1. From: Content go to Mailing Template

Watson Campaign Automation			ſ		martin.clark@api ট্টি Settings	teco.de PS_ ⑦ Help	Apteco Gm [→ Logo		IBM
Data	Content	Automation	Scoring	Reports	Resource	es App	olications	Q	Advanced
Create Mailings View Mailin		Mailings			Send Mai	lings			
Mailing Template Template		lates	tes Inactive Responders		Select Ma	iling Type			
Locked Template Sent			Deleted Open Mailing Draft						
Quick Compose Template Sch		late Schee	Scheduled Pending Approval		oroval				
		Autor	esponders	Archived Mailings					

The Mailing Settings & Content dialogue opens

- 2. Enter a **Mailing Name** for the message and complete the rest of the settings as appropriate:
 - Subject Line (dynamic content can be used e.g. "Welcome to Summer %%First Name%%", you will need to configure the Contacts first

atson Campaign	Automation					合 Home	martin.cla গ্রি Setting	k@apteco.de PS_Apte s ⑦ Help [→	Logout
ta Content	Automation	Scoring	Reports	Resources	Applicatio	ns			Q Adva
Summer Pro	mo 🧷					Save 👻	Test Optio	Automa	te On To Send
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• Import Message – To import a message

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

- 3. To further Add/Edit HTML or text content use the HTML tab
- 4. Once complete, click **Save**

Note:

You should test your message to ensure there are no problems with the email message.

Appendix B: API Parameters

Table 9 – Email Response Gatherer Parameters

Parameter	Req.	Default/System Specific*	Description
URL	Y	https://api[pod].silverpop.com/ XMLAPI*	The web service on the server that hosts your SilverPop account
ApiProtocol	Y	https*	The communication protocol used with SilverPop, either http or https
FTPURL	Y	transfer[pod].silverpop.com*	The ftp location where your SilverPop responses are generated
TYPECOLUMNNAME	Y	Typically, this will be: Event Type*	This should refer to the column in the Silverpop extract file that holds the message type, i.e. sent, open, click through, etc. The value will get inserted into the MessageType field in the Reponse table.
MESSAGENAMECOLUMNNAME	Y	Mailing Id	
CLICKURLCOLUMNNAME	Y	URL	This should refer to the column in the Silverpop extract file that holds the URL that was clicked. The value will get inserted into the ClickUrl field in the Response table.
CLICKDATECOLUMNNAME	Y	Event Timestamp	This should refer to the column in the Silverpop extract file that holds the date that the Url was clicked. The value will get inserted into the ClickDate field in the Response table.
EVENTTRIGGEREDDATECOLUM NNAME	Y	Event Timestamp	This should refer to the column in the Silverpop extract file that holds the date that the event was produced. The value will get inserted into the EventTriggeredDate field in the Reponse table.

The following data is inserted into the FastStats Email Response Table

The following data is inserted into the ruststatis Emain Response ruste								
	Required	Response Table field	SilverPop extract file column					
EMAILCOLUMNNAME	N	Email	Email address					
URNCOLUMNNAME	N	Urn	FastStats Urn. Only available if it has					
			been previously uploaded from					
			FastStats					
COMMUNICATIONKEYCOLUMNNAME	N	CommunicationKey	FastStats Communication Key. Only					
			be available if it has been previously					
			uploaded from FastStats					
RUNCOLUMNNAME	N		Reserved for future use					
DELIVERYDATECOLUMNNAME	N	DeliveryDate	Delivery date					

Note:

*These settings are specific to each SilverPop account.

Continued

Additional Configuration	Required	Default	Description
DATEFORMAT	Ν		Date format used e.g. dd.MM.yyyy HH:mm
DATEOFFSET	N	0	Value in hours to offset any date values received. This allows you to write responses in your current time zone.
PEMPRIVATEKEY	N		If secure ftp is used above and requires a private key, this should refer to the path and filename of that key
FILEPATTERN	N		Allows you to filter your responses to specific types when reading files from the ftp site
MAXRETRIES	N	1000	The number of times the Email Response Gatherer will check to see if the extract file exists on the ftp site
READACCESSRETRIES	N	300	The number of times the Email Response Gatherer will check to see if the extract file is readable on the ftp site.
DELIMITER	N	Tab	Type of delimiter used in the extract file, options include: COMMA (,) DOUBLEQUOTE (") NULL. SEMI (;) SPACE () SINGLEQUOTE (') TAB
ENCLOSER	N	None	Type of enclose used in the extract file
TreatTypeAsAdditionalField	N	false	Setting this to true will force the raw response type to be written to the ReponseDetails table before any conversion is carried out
TreatMessageNameAsAdditionalField	N	false	Setting this to true will force the raw message name to be written to the ResponseDetails table before any conversion is carried out
LookupBroadcastIdsOnTheFly	N	false	False will force the Email Response Gatherer to download a full list of Broadcast lds from all the previous broadcasts in the response database. This can then be used to quickly match responses to broadcasts. If set to true, the Broadcast lds will be fetched and cached as and when required
OnlyProcessRecordsWithBroadcastId	N	false	Setting this to true will force the Email Response Gatherer to only download responses to messages that have originated from FastStats. The default option is false; all responses will be downloaded.

Parameter	Required	Default	Description
	Y/N		
URL	Y	https://api[pod].silve	The location for the FastStats Service to
		rpop.com/XMLAPI	use
DatedListFormat	Y	yyyMMdd-HHmmss	The date format string for the date and
			time stamp if created
Visibility	Y		Choose your visibility
			0 - Private
			1 - Shared
ApiProtocol	N	https	
FTPUsername	Y		The username for the login to the ftp site
			specified in FTPURL.
FTPPassword	Y		The password for the login to the ftp site
			specified in FTPURL
FTPURL	Y	transfer[pod].silverp	The ftp location where your upload will
		op.com*	be generated
FTPProtocol	Y	sftp	The type of ftp protocol you will be
			using to upload your list.
PRIVATEKEYPATH	N		If secure ftp is used above and requires a
			private key, this should refer to the path
Unload Only Contract List Folder	N		and filename of that key
Upload Only Contact List Folder	N		Listend and bused as at as start list folder.
Upload And Broadcast Contact List Folder			Upload and broadcast contact list folder
Upload Only List Folder			
Upload And Broadcast List Folder			
Client ID	Y		A unique alphanumeric string*
Client Secret	Y		A unique alphanumeric string*
Refresh Token	Y		A unique alphanumeric string*
List Id Column Name			
Master Table	Y		
Encoding	N	UTF8	Enter the encoding of the incoming file

Table 10 – Email Broadcasting Parameters

Appendix C:Example Batch File

Example batch file to use with FERG and scheduling
@echo off
REM************************************
REM File Name: SilverPopBatchFile.bat
REM Date: 30/01/2018
REM ToDo:
REM Define the drive and folders to output the log files
REM Set FERG to define the location of the EmailResponseGatherer64.exe
REM Set LOGFILE to the folder where the event logs are stored
REM Set LOGFILEDETAILS to the folder where detail logs are stored
REM Define the XML configuration file to use
REM ************************************
D:
cd D:\FastStats\FERG
cls
SET FERG="%ProgramFiles%\Apteco\FastStats Email Response Gatherer x64\EmailResponseGatherer64.exe"
SET LOGFILE="Logs\SilverPop.txt"
SET LOGFILEDETAILS="Logs\SilverPop_Details.txt"
echo. >> %LOGFILE%
echo. >> %LOGFILEDETAILS%
echo %date% %time% - Starting FastStats SilverPop Response Download >> %LOGFILE%
echo %date% %time% - Starting FastStats SilverPop Response Download >> %LOGFILEDETAILS%
echo. >> %LOGFILE%
>> %LOGFILEDETAILS%
echo.
%FERG% SilverPop.xml >> %LOGFILEDETAILS%
IF ERRORLEVEL 9003 goto FailedException
IF ERRORLEVEL 9002 goto FailedLogout
IF ERRORLEVEL 9001 goto FailedDownload

IF ERRORLEVEL 9000 goto FailedLogin

:OK

echo %date% %time% - FastStats Gathered SilverPop Responses OK >> %LOGFILE%

goto Complete

:FailedLogin

echo %date% %time% - FastStats Gatherer Failed - Login Failed to SilverPop >> %LOGFILE%

goto Complete

:FailedDownload

echo %date% %time% - FastStats Gatherer Failed - Downloading from SilverPop >> %LOGFILE% goto Complete

:FailedLogout

echo %date% %time% - FastStats Gatherer Failed - Logging out of SilverPop >> %LOGFILE%

goto Complete

:FailedException

echo %date% %time% - FastStats Gatherer Failed - SilverPop API Exception >> %LOGFILE%

goto Complete

:Complete

echo %date% %time% - Completed FastStats SilverPop Response Download >> %LOGFILE%

End of example text

To see how to use the batch file see section 3.4 Scheduling the Response Gatherer

Appendix D:Troubleshooting

The following are some common problems that may occur, and procedures for resolving them.

Errors relating to configuring and using FERG

These errors can occur due to missing files

Description: Error received when running FERG using a batch file

Error: Could not read email response configuration file: Could not find file 'D:\FastStats\FERG\SilverPop.xml'.

SilverPop.xml refers to the filename referenced in this section of the batch file:

%FERG% SilverPop.xml >> %LOGFILEDETAILS%

In the location:

"cd D:\FastStats\FERG" in the batch file

Solution: Ensure the file exists or change the filename in the batch file to match.

For customer service and technical support visit:

www.apteco.com/support

T: +44 (0)1926 407 595 (Support Desk)

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