



Apteco

Technical Guide

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

Pure 360 Integration Guide
D056T3X001 - August 2019

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 D056T3X001 - August 2019

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1 Introduction

This integration guide details the processes required to integrate the Apteco Marketing Suite with the Pure360 Pure360 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 Pure360. Use of the Apteco Marketing Suite in combination with Pure360 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 Pure360 functionality

Technology

Pure360 integrates with your FastStats system by utilising a RESTful transport over HTTP/S, in conjunction with SFTP.

Supported Integrations

Pure360 supports all the above integration options.

Type of Integration – User Defined

Pure360 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 Pure360. You will also need to understand how to construct your message in Pure360.

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 Pure360
 - b. API Parameters

You need to configure Pure360 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:

```
<SQLServerInstanceName>;Initial Catalog=RS_<SystemName>;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 Pure360 API Username and Password
- The Pure360 Message Name (The list name will be created automatically)

Note:

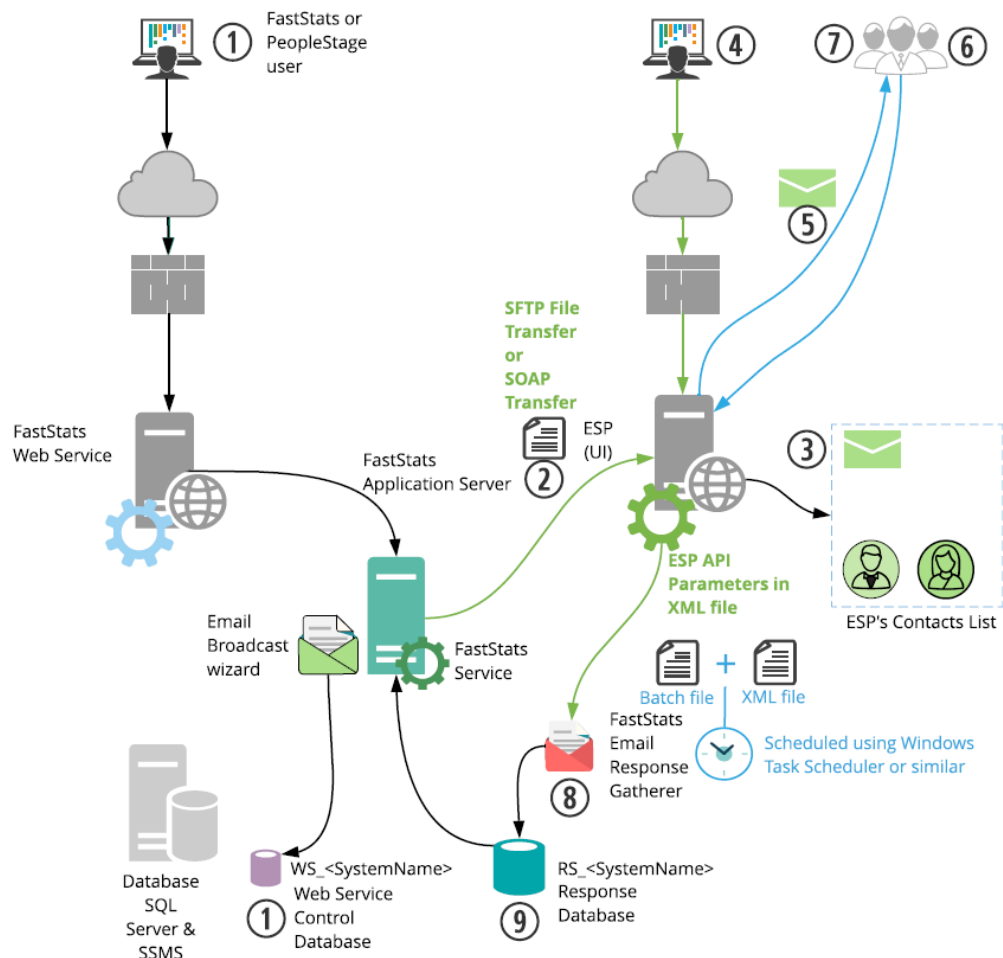
Ensure the **Encoding** is **UTF8** and **List Language Code** is set to **en_GB.UTF-8** see page 25 and 37

2 Process Summary

2.1 Architecture

The following diagrams describe a typical process from FastStats to Pure360, to the customer and back to FastStats.

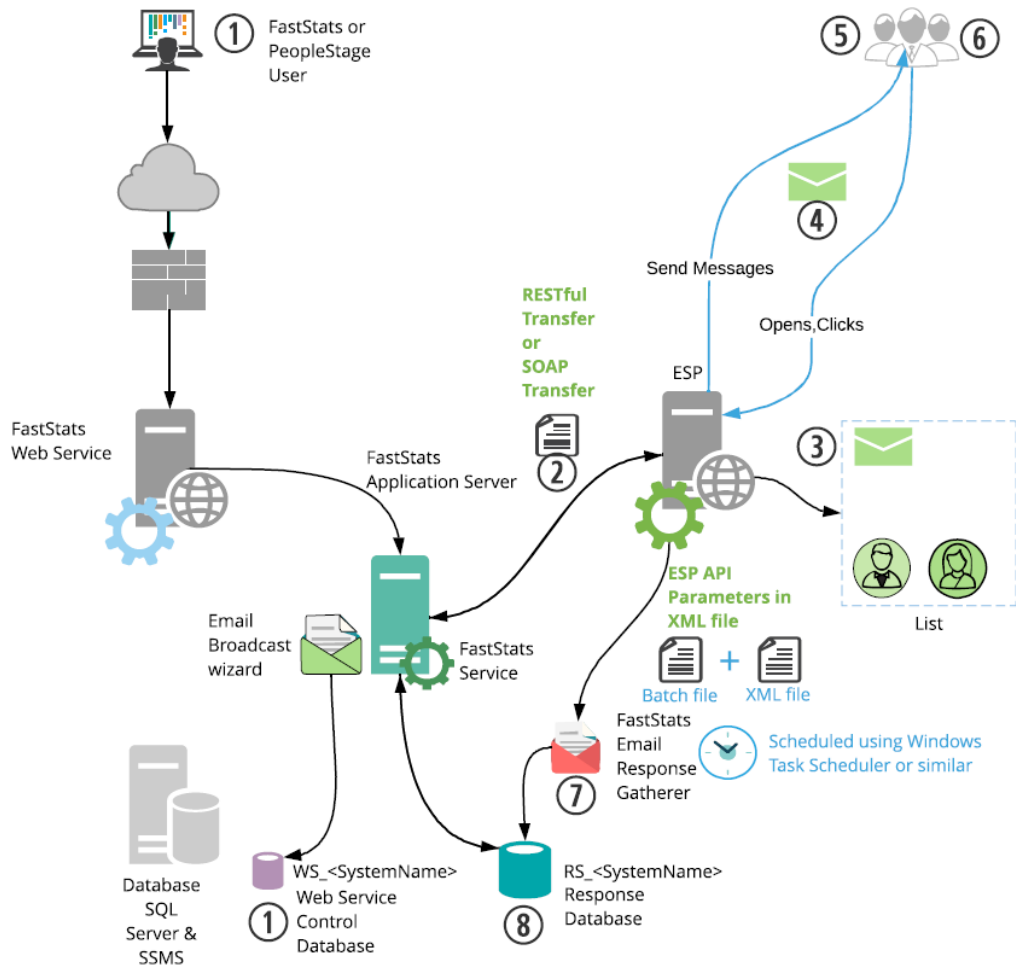
Schematic showing campaign scheduling performed in Pure360.



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 Pure360 SFTP site and then uses SOAP communication to monitor the upload.
3. Pure360 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 Pure360 web interface.
5. Pure360 sends Messages to all recipients on the list.
6. Pure360 records any undelivered messages.

7. Pure360 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.

Schematic showing scheduling performed in FastStats or PeopleStage.



The key difference in this process is messages are sent from Pure360 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 Message in Pure360

3 Apteco System Configuration

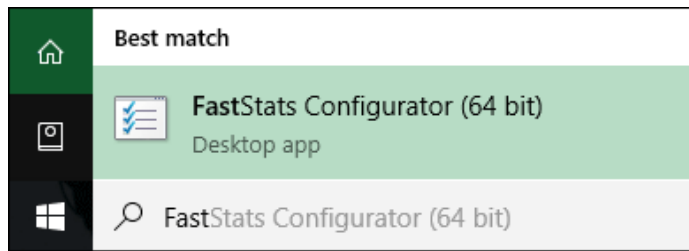
3.1 Creating the Response Database

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

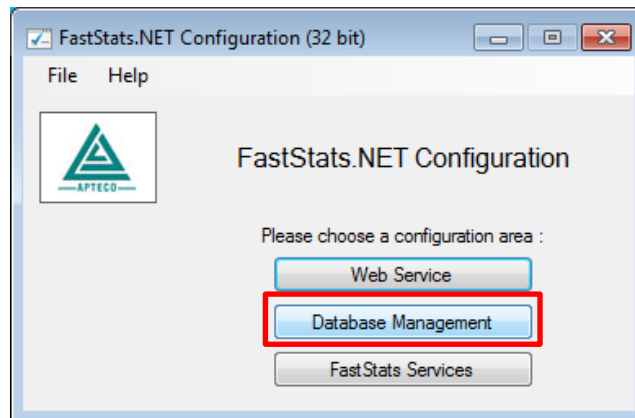
1. Open the FastStats Configurator.

Tip:

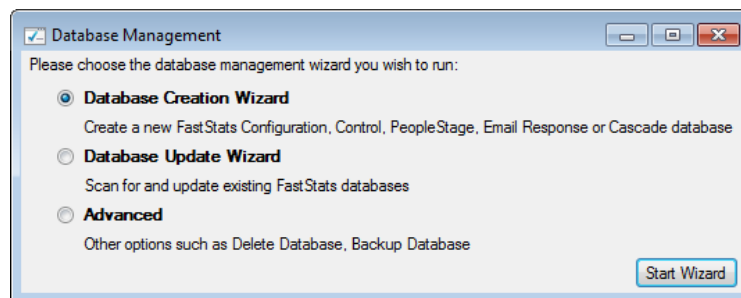
Search for Fast in the Start Menu



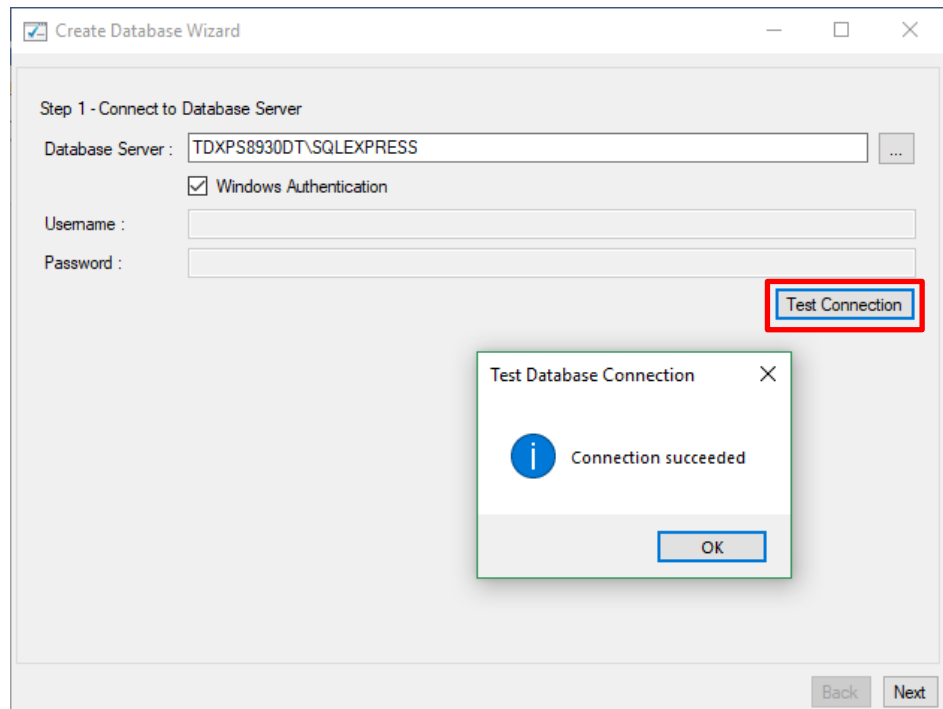
2. Select **Database Management**.



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



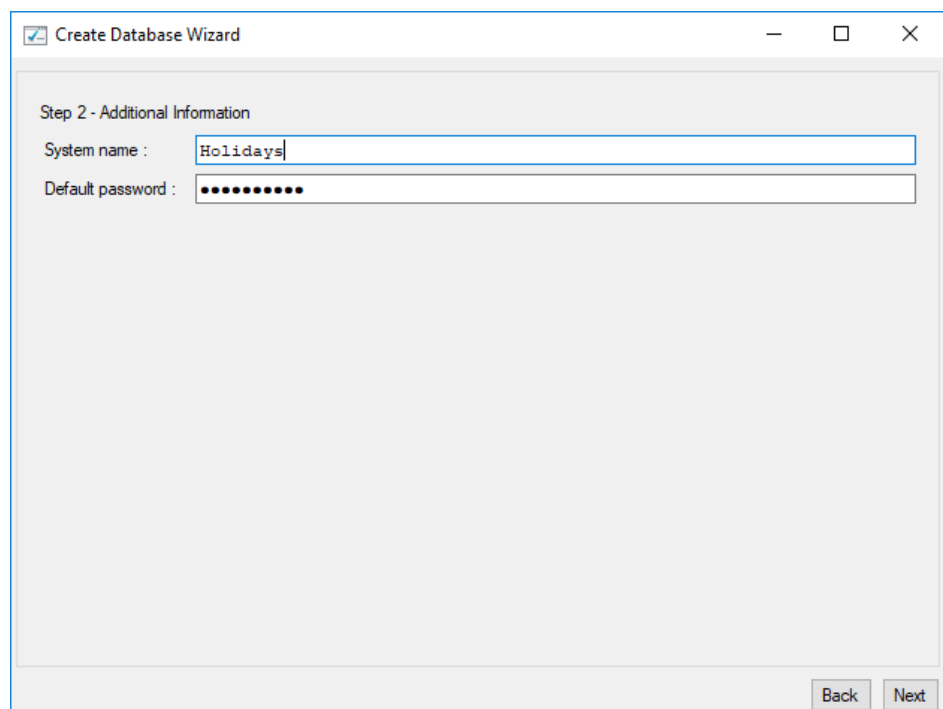
4. Enter the name of the **Database Server** where you wish to store the response database, click **Test Connection**



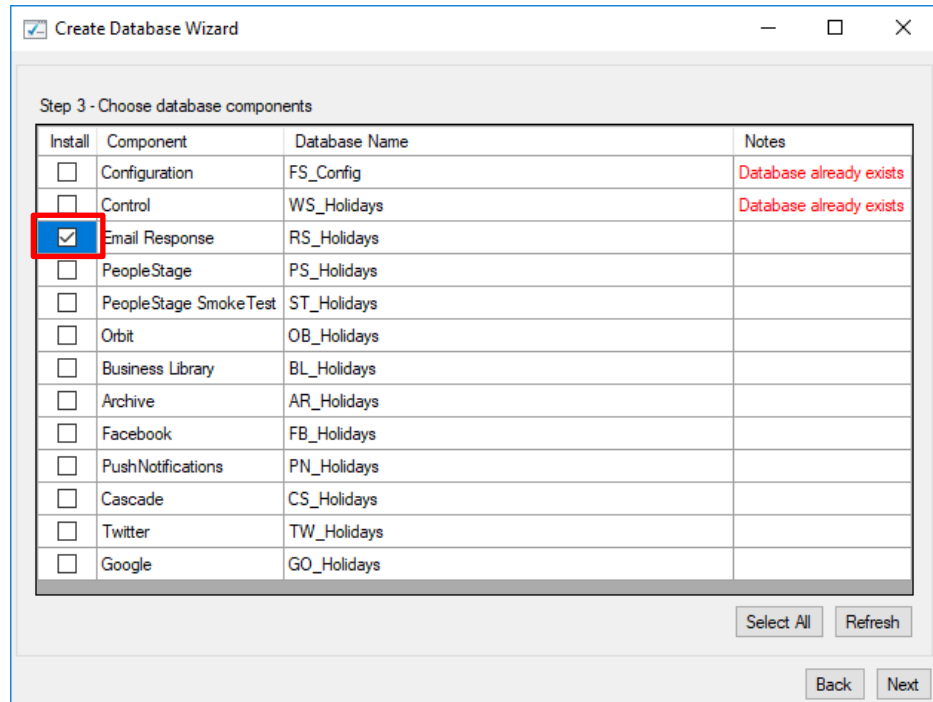
Note:

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.



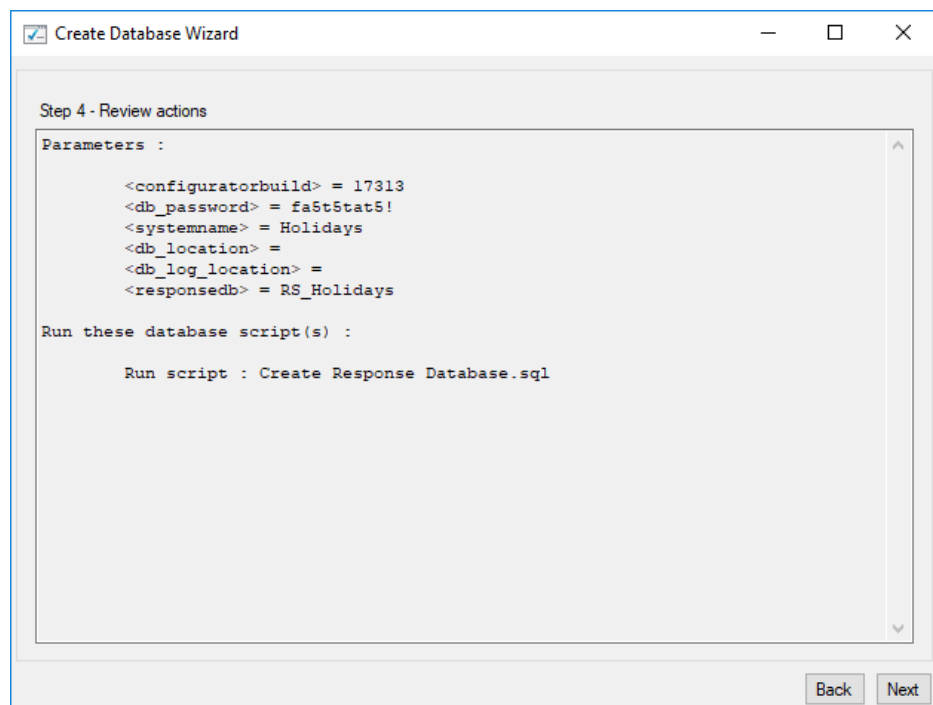
6. Select the **Email Response** check box, then click **Next**.



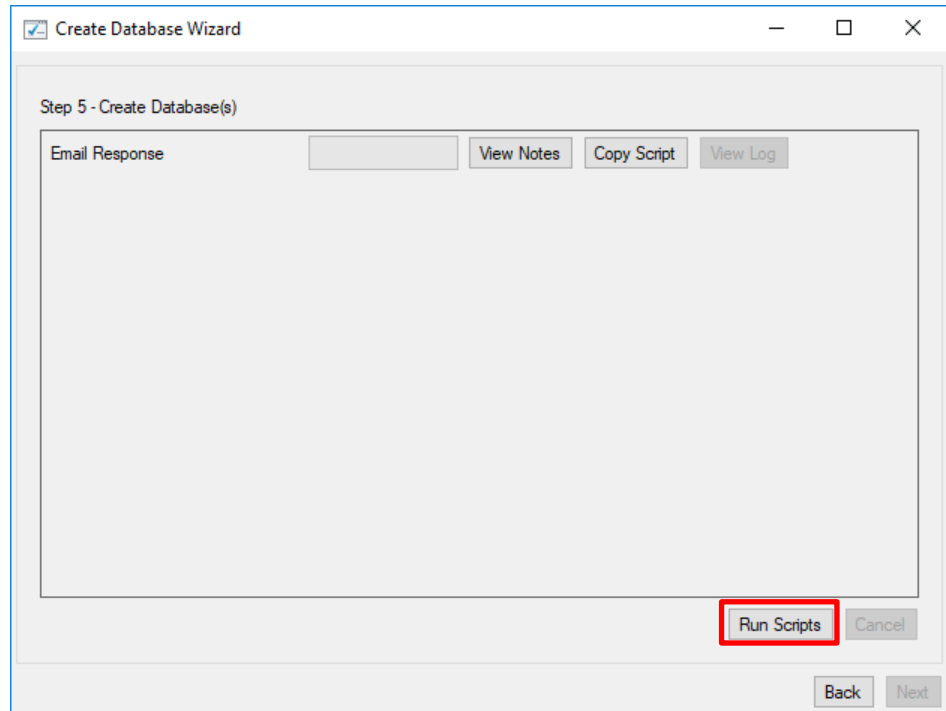
Note:

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.

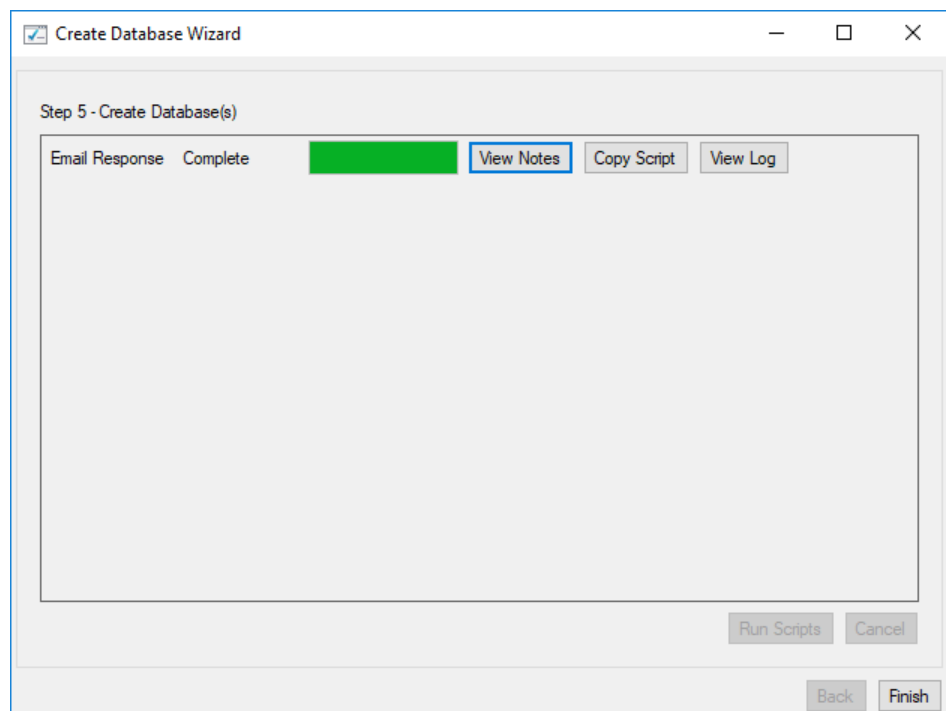
7. Click **Next** on the Review actions step.



8. Click **Run Scripts**.



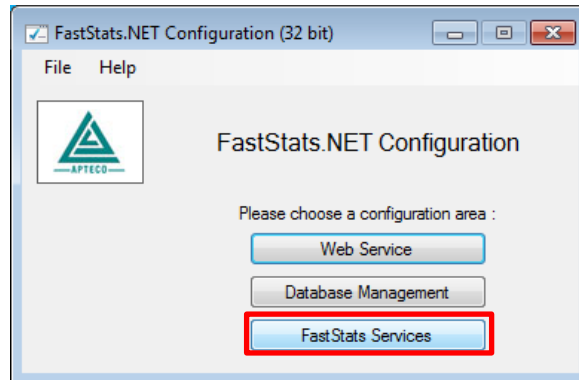
9. Click **Finish**.



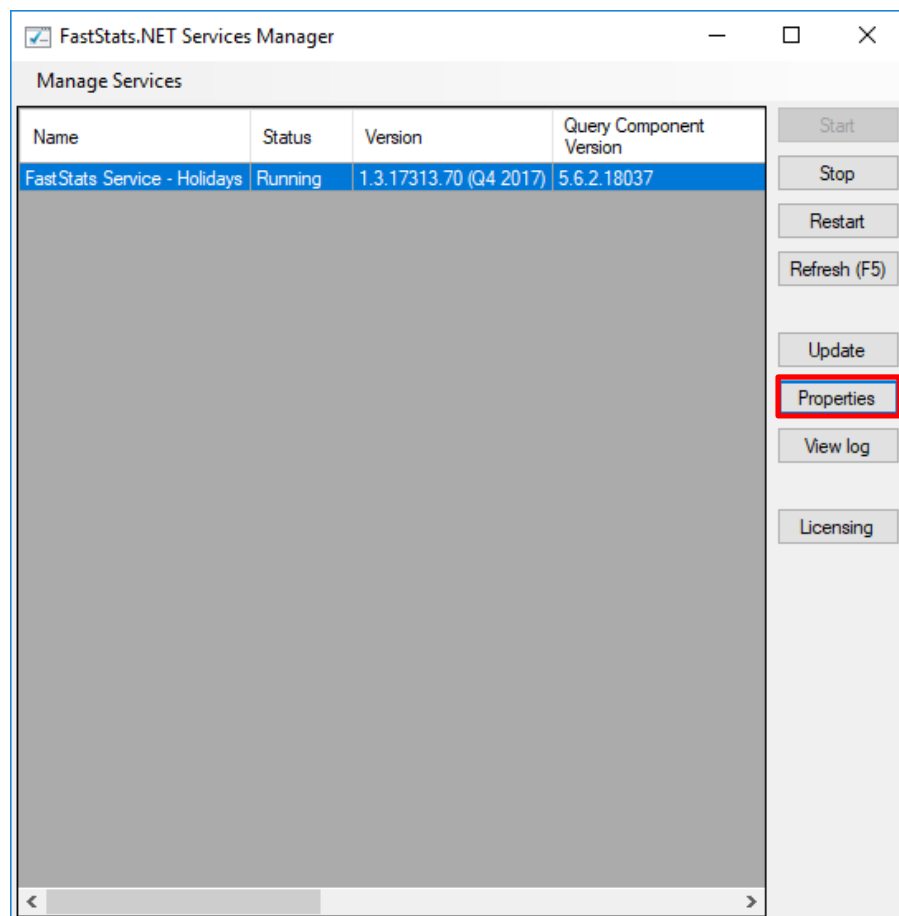
3.2 Linking the Response Database to the FastStats Service

You need link the response database to the FastStats service.

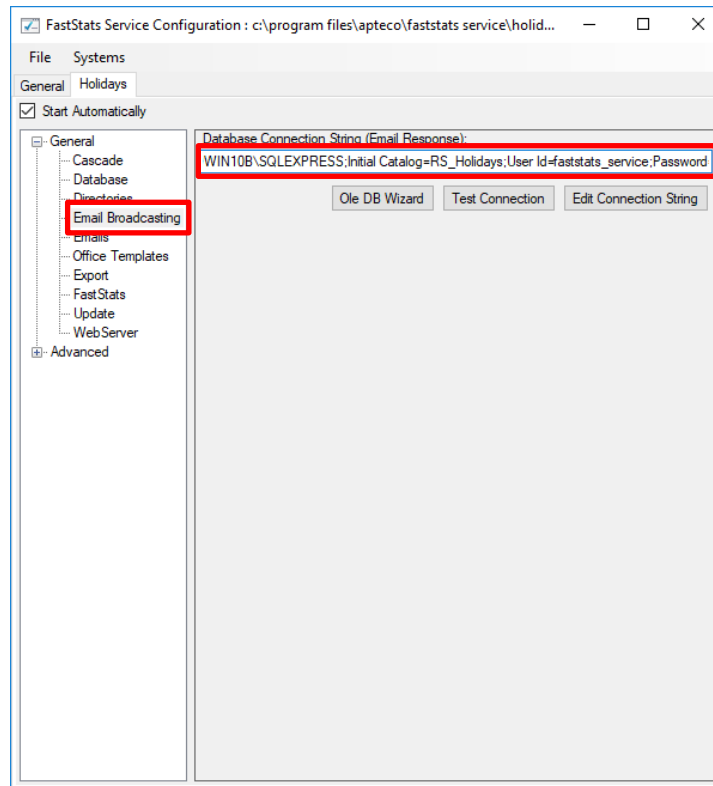
1. Open the **FastStats Configurator**
2. Select **FastStats Services**



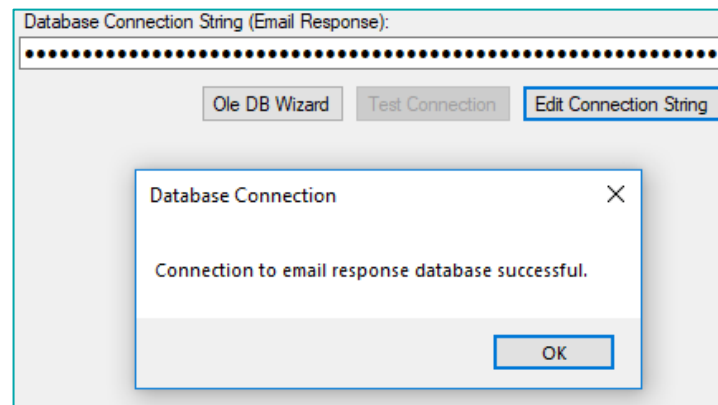
3. Select the **FastStats Service** for the system to link to the response database, click **Properties**



4. 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



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 Pure360 server through port 443, see the example URL below; this may vary with your account.

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:

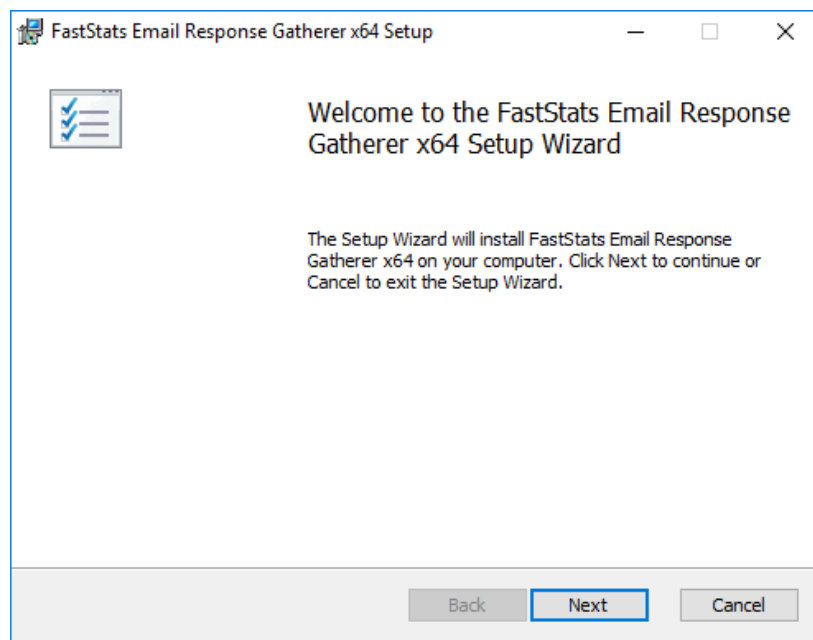
<https://www.apteco.com/portal/software-releases>

Note:

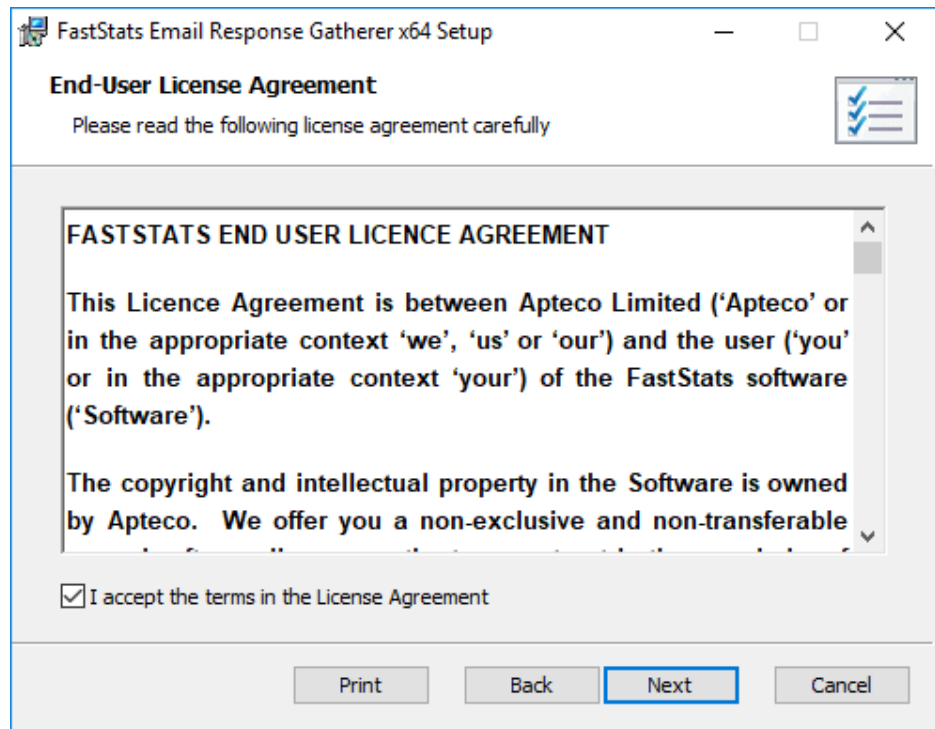
The FastStats Email Response Gatherer application can run on any PC in your system.

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

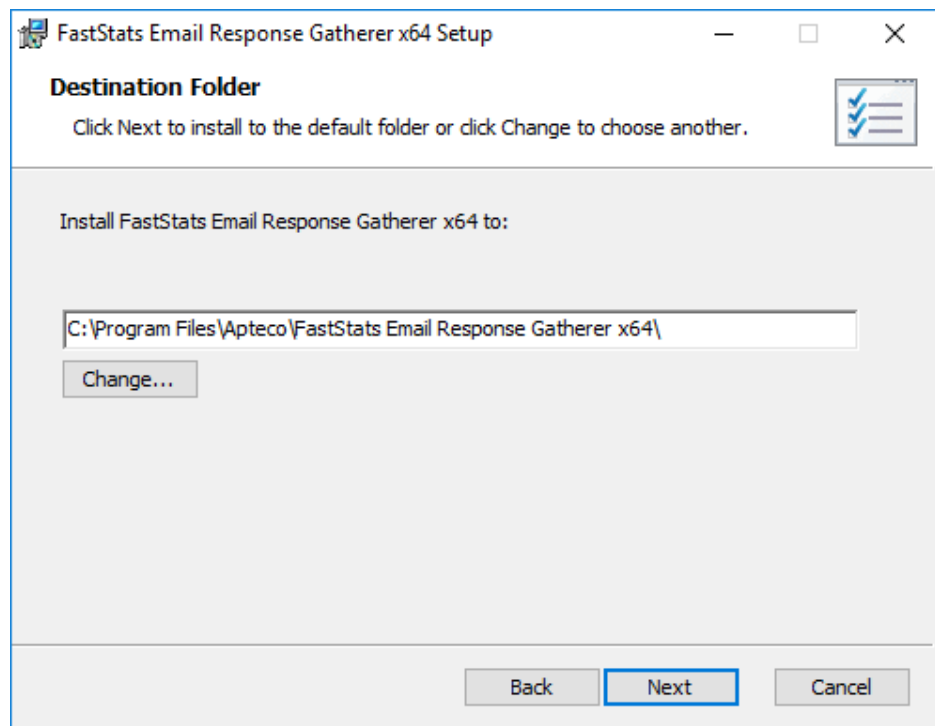
1. Click **Next**.



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



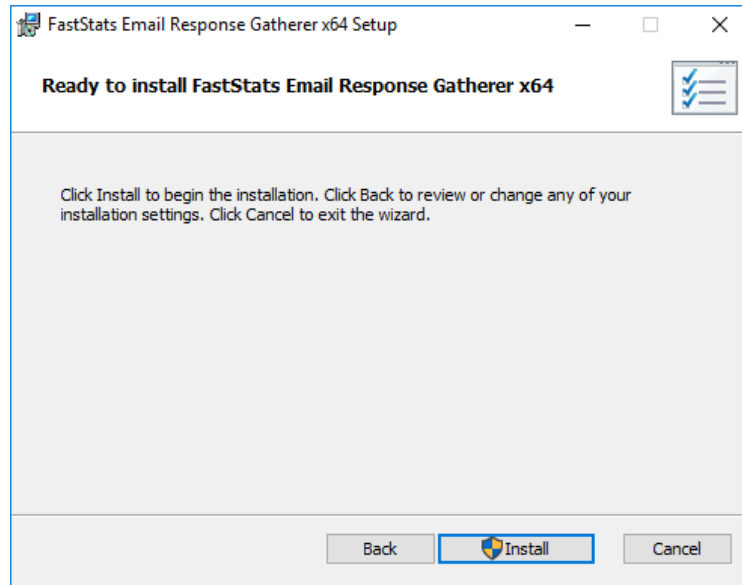
3. Click **Change** if you wish to install the Email Response Gatherer application in a different location then click **Next**



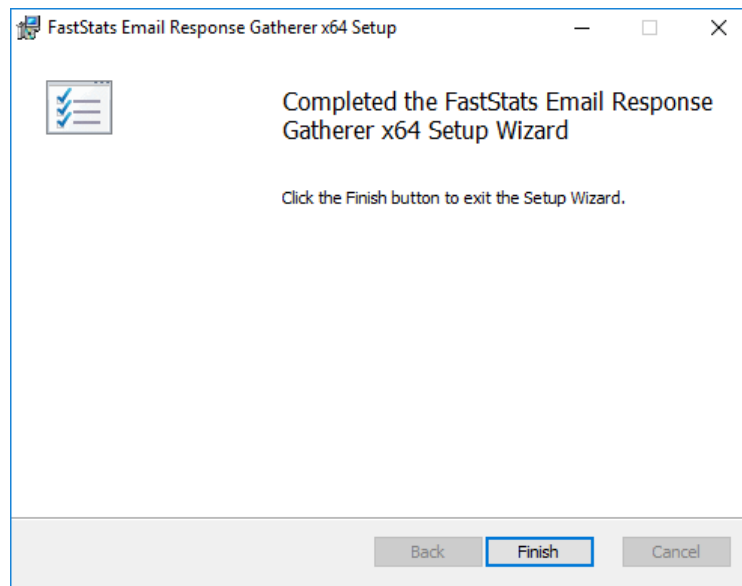
Note:

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**



3.4 Creating the Response Gatherer Folders

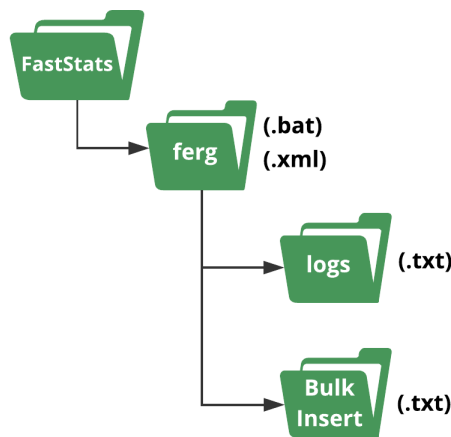
You will need to create folders to store the files to use with the Response Gatherer; these will include the following types of files.

Table 1 – Files Associated with the Response Gatherer

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

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.

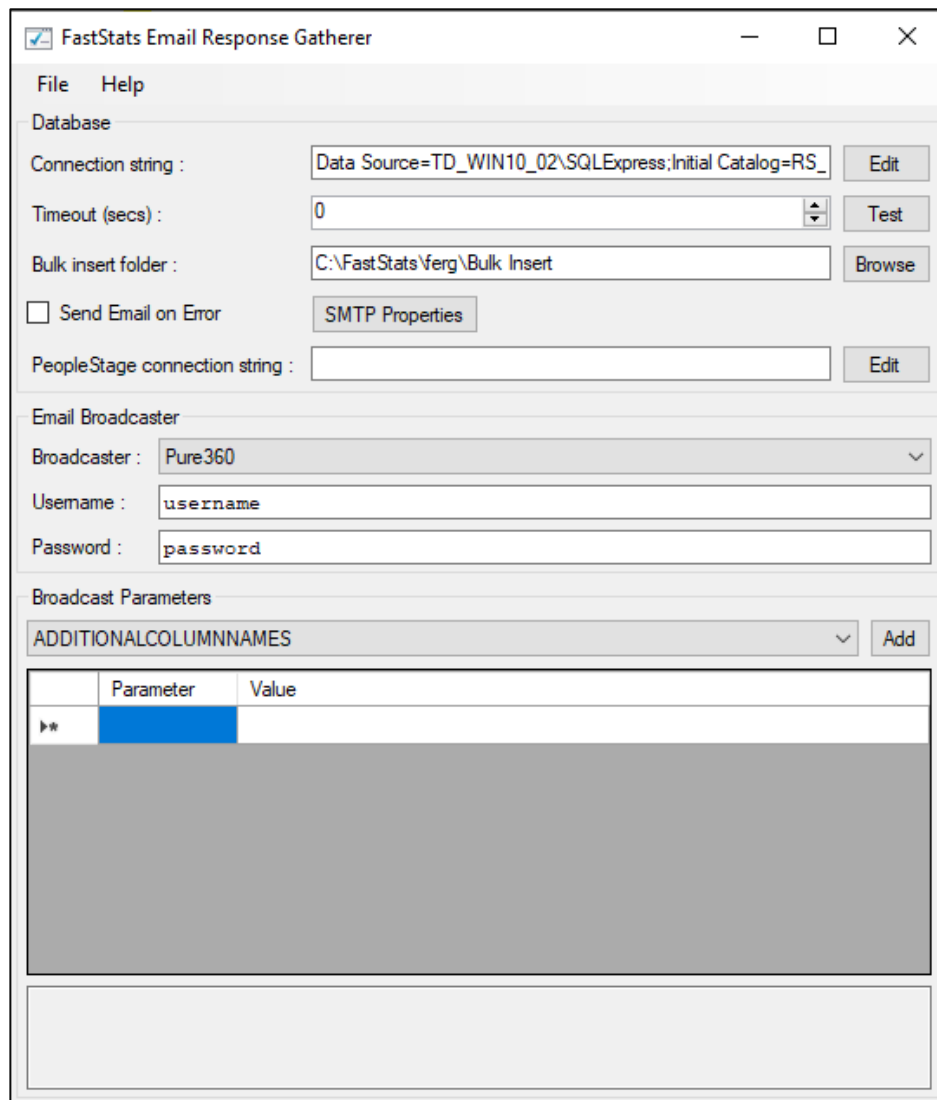
3.5 Creating the Configuration File

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 Pure360 from the Broadcaster drop-down list
3. Enter the **Username** and **Password** to use with the Pure360 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



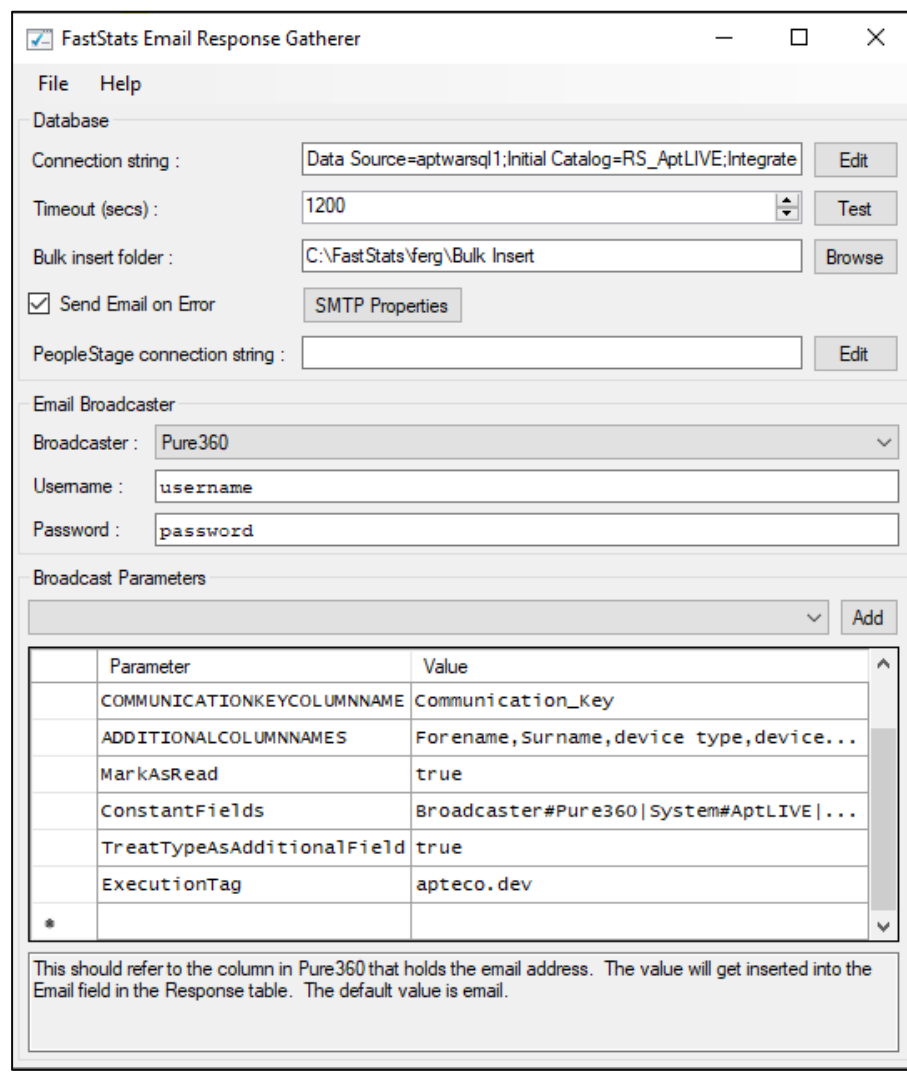
Note:

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 Pure360

Email Response Config dialogue with ADDITIONAL FIELDS completed



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.

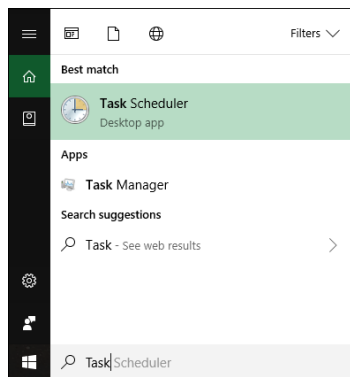
Using Task Scheduler

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

1. Open Windows **Task Scheduler**

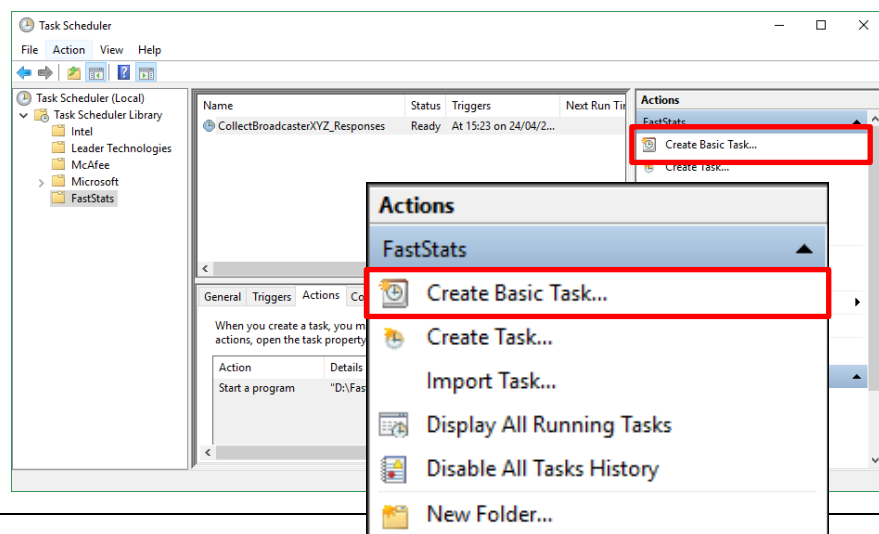
Tip

Search for **Task** in the Start Menu



The Windows Task Scheduler opens

2. Select **Create Basic Task**

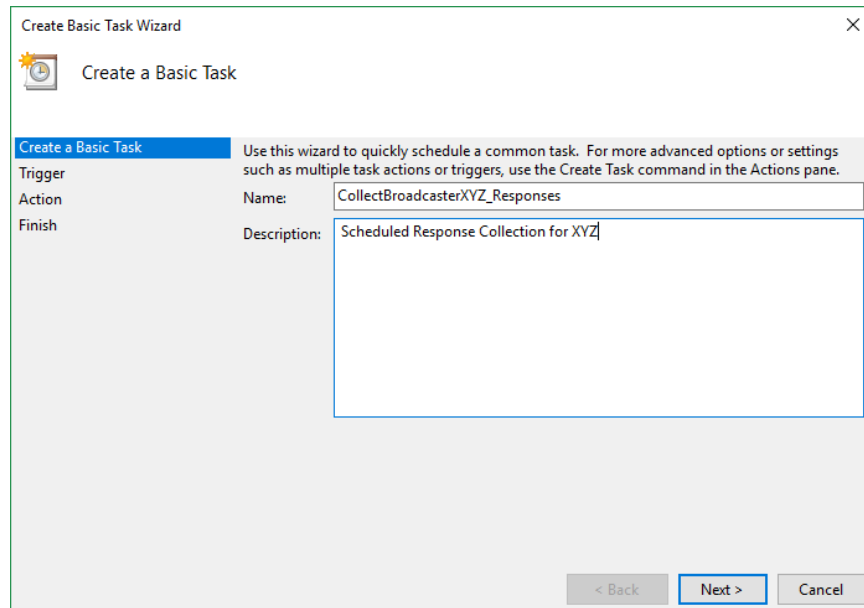


Tip:

You can create folders to organise your tasks

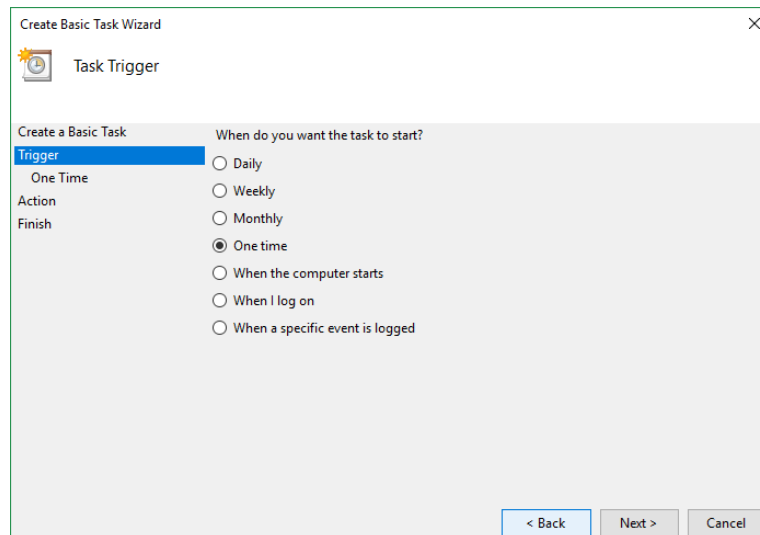
3. **Create a Basic Task** step

- a. Give your task a **Name** and **Description**

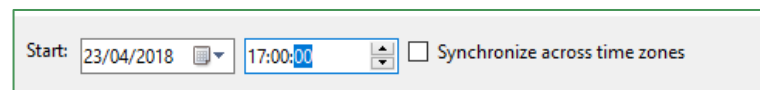


4. **Task Trigger** step

- a. Select the **Trigger** interval

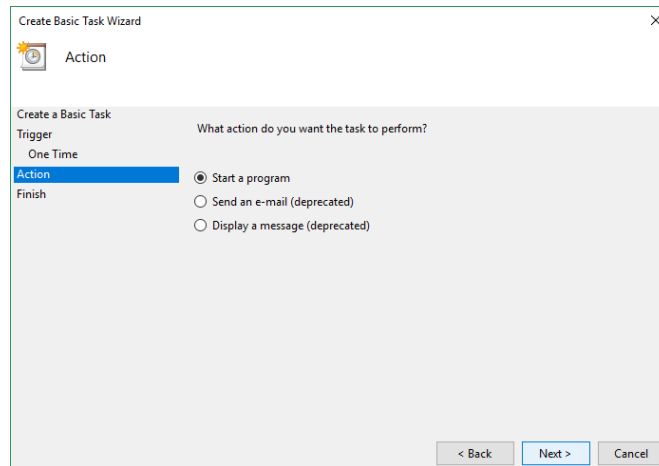


- b. Enter the Start Date and Time or relevant sub-step details



5. **Action** step

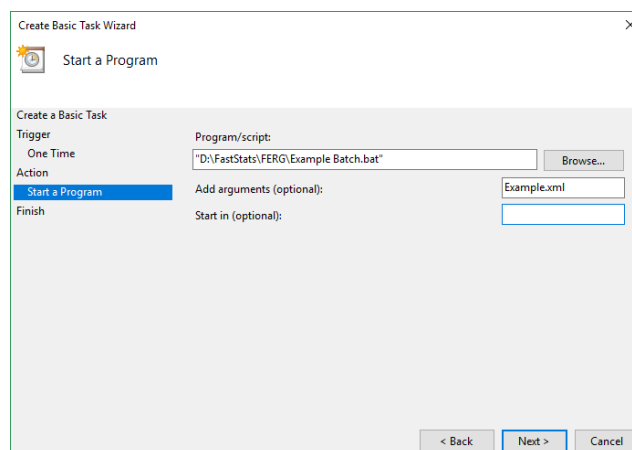
- a. Select **Start a program** and click **Next**



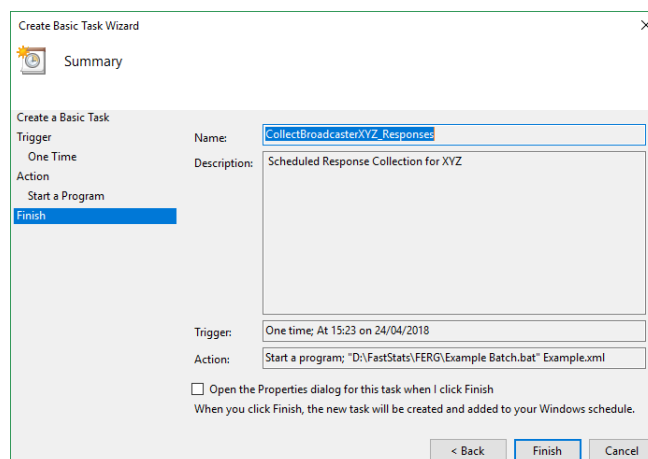
6. Start a Program Step

- 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.



7. Summary step – Click Finish



4 FastStats Broadcasting & Responses

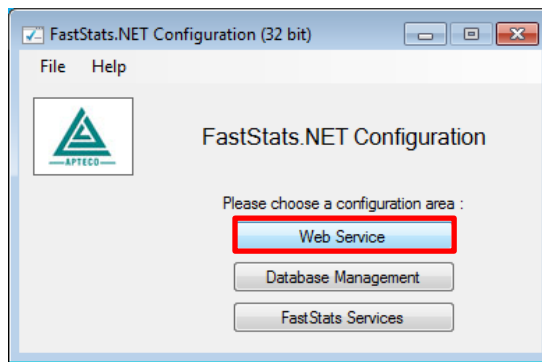
Notes:

You must log in as an administrator to perform the following task.
The Email Broadcasting Wizard is required for FastStats use only.

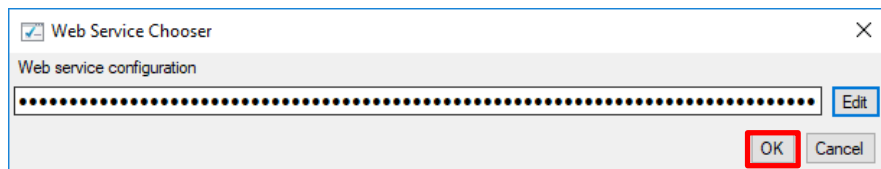
4.1 Enable Email Broadcasting

You must enable the Email Broadcasting wizard plugin.

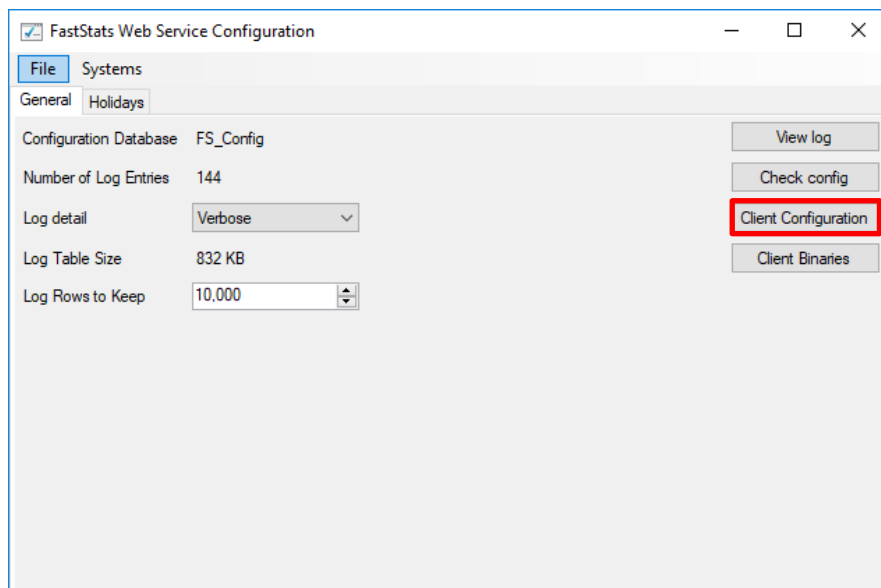
1. Open the **FastStats Configurator**
2. Select **Web Service**



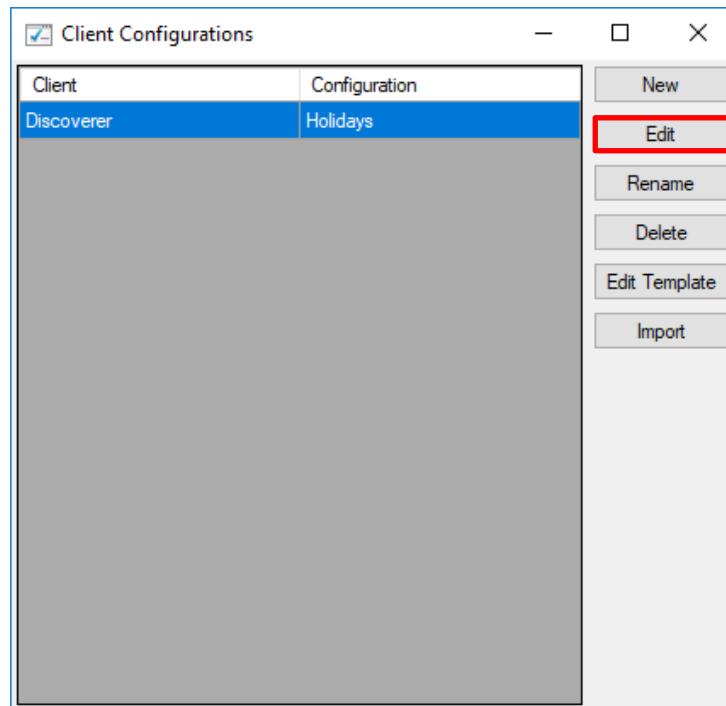
3. Click **OK** on the Web Service Chooser dialog box



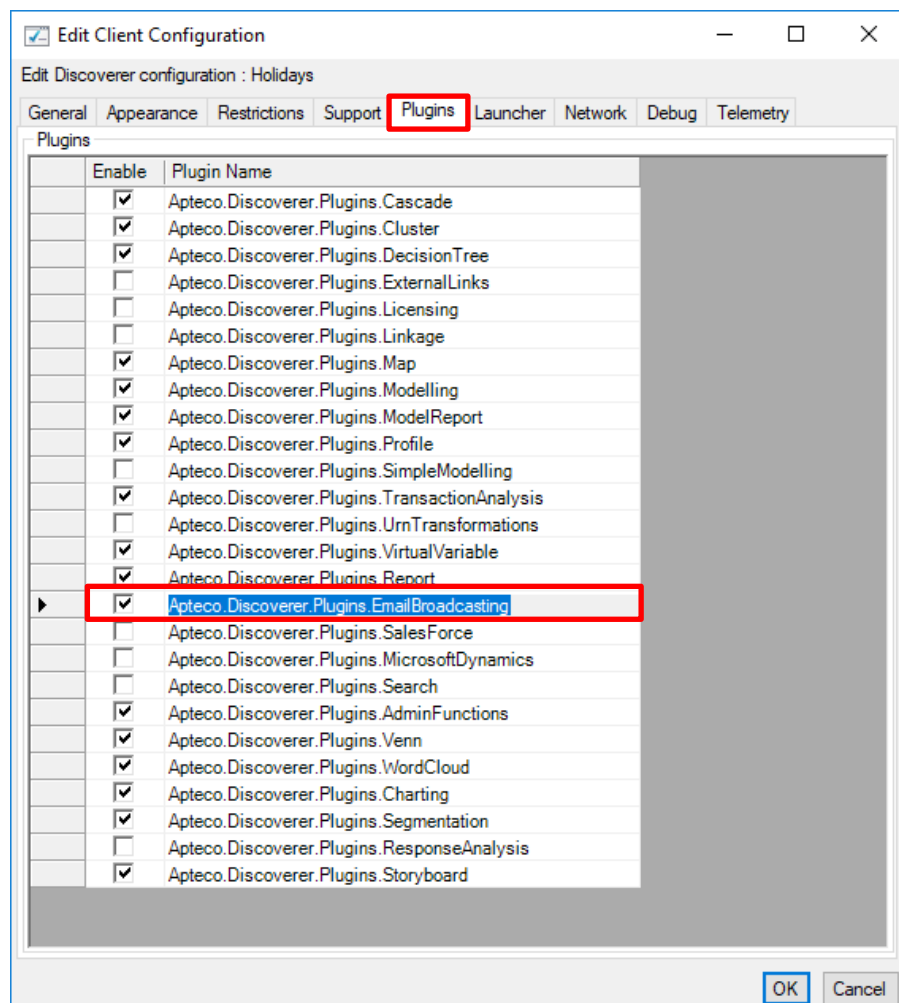
4. Click **Client Configuration**



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

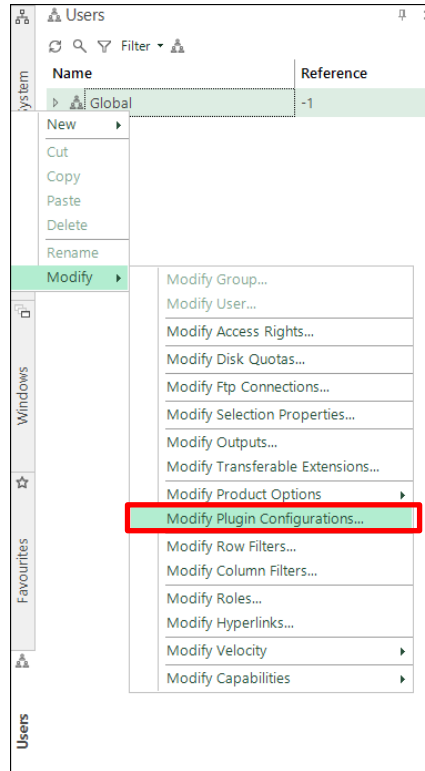


6. On the Plugins tab ensure the **Apteco.Discoverer.Plugins.EmailBroadcasting** check box is selected then click **OK**

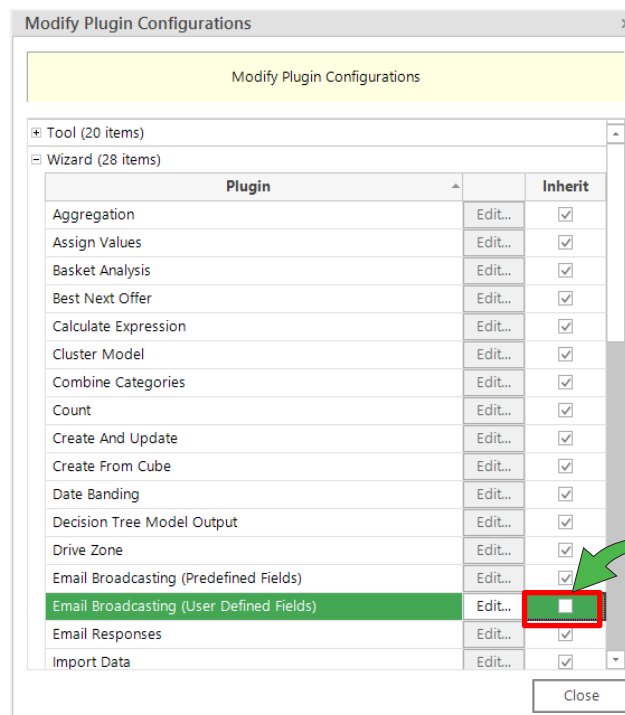


4.2 Configuration in FastStats

1. 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.



3. Click **Add** to add a new template

The screenshot shows the 'Email Broadcasting' dialog box. The 'Name' field contains 'Email Broadcasting' and is checked for 'Visible In Toolbox'. The 'Tooltip Text' is 'Upload selected records to your chosen Email Service Provider'. The 'Image Path' is 'images\EmailBroadcastingWizard.jpg'. The 'Group' is 'Output Wizards', 'Order Within Group' is '_1', and 'Group Order' is '_5'. There is an empty table with the header 'Name'. The 'Add...' button is highlighted with a red box.

4. Enter a **Name**, select the appropriate **Resolve Table** from the drop-down and select **Pure360** from the Broadcaster drop-down.

The screenshot shows the 'Edit Template' dialog box. The 'Name' field contains 'Pure360'. The 'Resolve Table' dropdown is set to 'People'. The 'Broadcaster' dropdown is set to 'Pure360'. The 'Known Parameters' section has 'Secure' checked, 'Dated List Format' is 'yyyyMMDD-HHmss', and 'Use Dated List' is checked. The 'Additional Parameters' table is empty. The 'Parameters' field contains 'DatedListFormat=yyyyMMDD-HHmss;UseDatedList=True;MessageDelay=1;MessageSendRetries=10;Encoding'. The 'Add...' button is highlighted with a red box and a green checkmark.

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 Pure360 account.

Table 3 – Edit Upload Template Known Parameters Settings

Parameter	Reqd.	Settings to use
Secure	N	Setting this to true will force the connection to Pure360 to become secure.
DatedListFormat	Y	The date format string for the date and time stamp if created
Use Dated List	Y	
Message Delay	Y	Specify a value in minutes to delay the broadcast (if applicable) after a list has been uploaded.
Message Send Retries	Y	Specify a value for the number of times to retry a send if a failure occurs
Encoding	Y	Enter the encoding of the incoming file. Use UTF8
List Language Code	Y	en_GB.UTF-8
Intelligent Time Sending	N	

Note:

*These settings will be specific to your Pure360 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.

Note:

Ensure the **Encoding** is UTF8 and **List Language Code** is set to en_GB.UTF-8

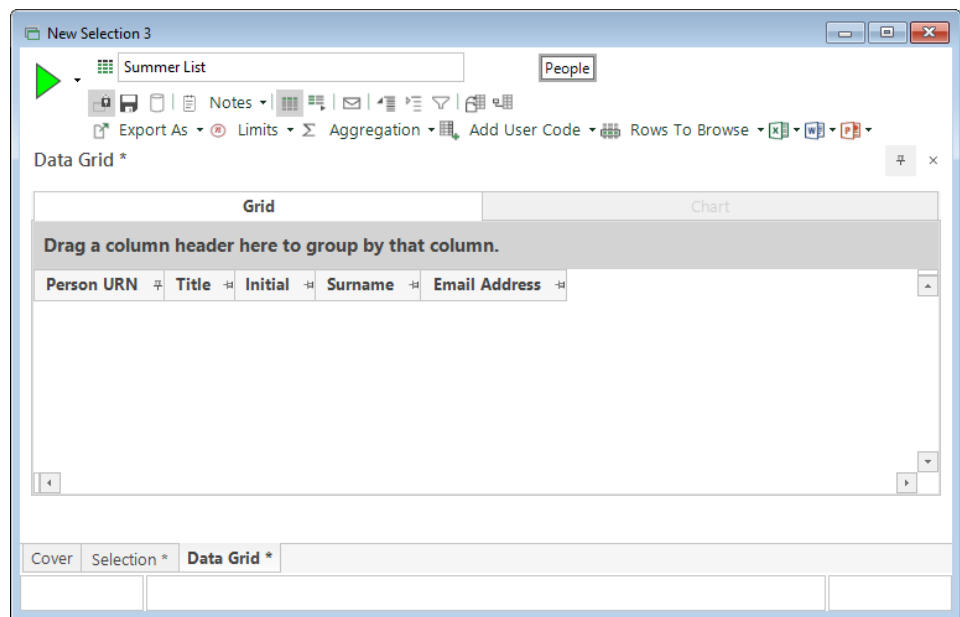
4.3 Checking your configuration

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.

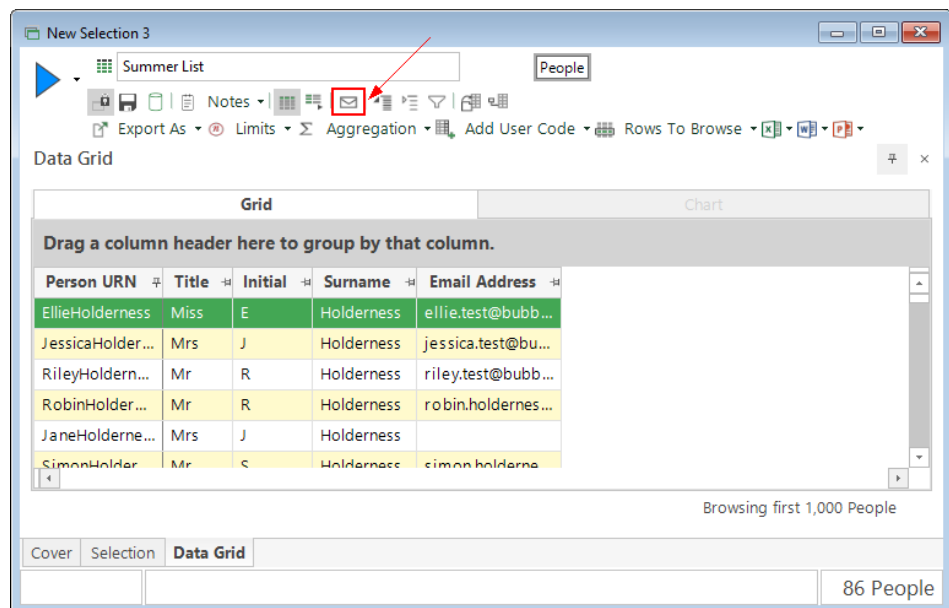
Note:

You must set up a message in Pure360 before performing this step see **Appendix A Configuring Pure360**.

1. Create a **Data Grid** based on the appropriate selection criteria and drag on the variables that you want to pass to Pure360 (one must be an email address)



2. Click the **Email Broadcasting** icon

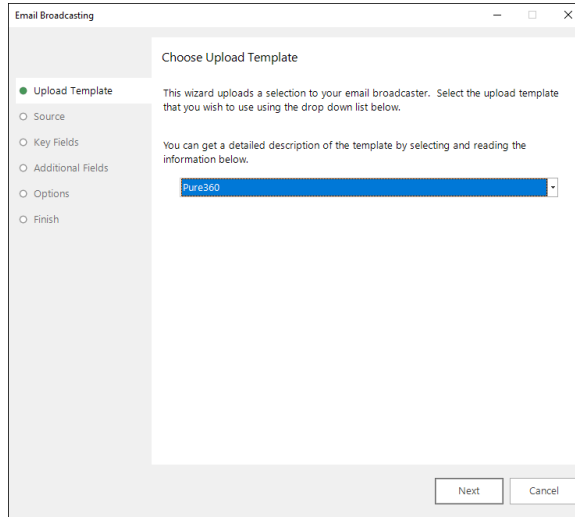


The **Email Broadcasting Wizard** opens

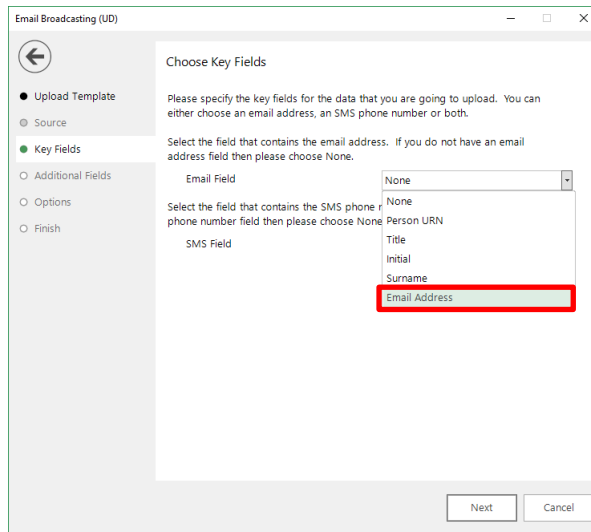
3. Choose the **Pure360** template from the drop-down list and click **Next**

Note:

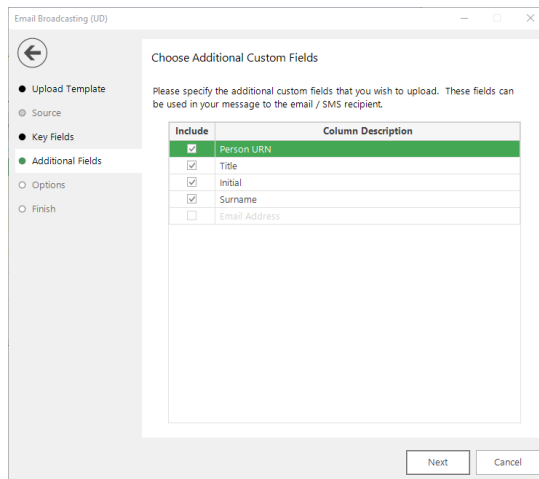
The wizard will omit this step if you have only one Upload Template



4. Choose the email field and click **Next**



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



6. Complete the **Email Broadcasting Details** form then click **Next**

The screenshot shows a window titled "Email Broadcasting" with a sidebar on the left containing options: Upload Template, Source, Key Fields, Additional Fields, Options (selected), and Finish. The main area is titled "Email Broadcasting Details" and contains the following fields and instructions:

- Instruction: "Please enter your credentials for uploading your records to the broadcaster."
 - Username: apteco.system
 - Password: [masked]
- Instruction: "Enter the details for this list. If you want to overwrite an existing list, ensure that you check the overwrite box."
 - List Name: FERGE Test Initial List_201908 (with a "Q" button and a green arrow pointing to it)
 - Overwrite an existing list
 - Message Name: FERGE Test Initial (with a "Q" button)
- Instruction: "A copy of the list will be saved to the directory below."
 - File path: Private:\FERGE Test Initial List_20190805-120714.csv (with a "Browse..." button)
- Instruction: "When the list has been processed and is ready, the broadcaster will send a confirmation email to the address below."
 - Email Address: support@apteco.com
 - Progress bar: 0%

Buttons for "Finish" and "Cancel" are located at the bottom right.

Table 4 – EmailResponseGatherer.exe.config Settings

Option	Settings to use
Username	The username for your Pure360 account
Password	The password for your Pure360 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

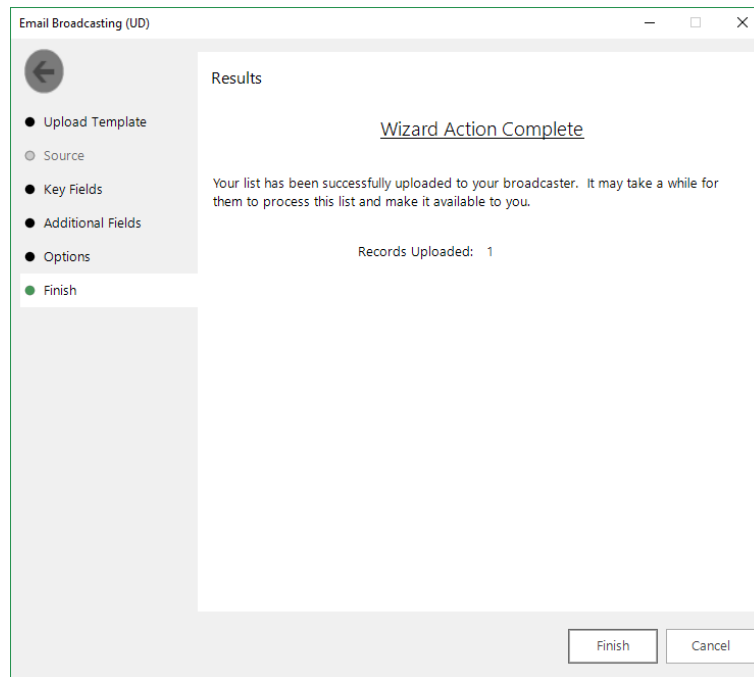
The dialog box is titled "Broadcast Warning" and contains the following text:

? 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?

Buttons: Yes, No

- 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.



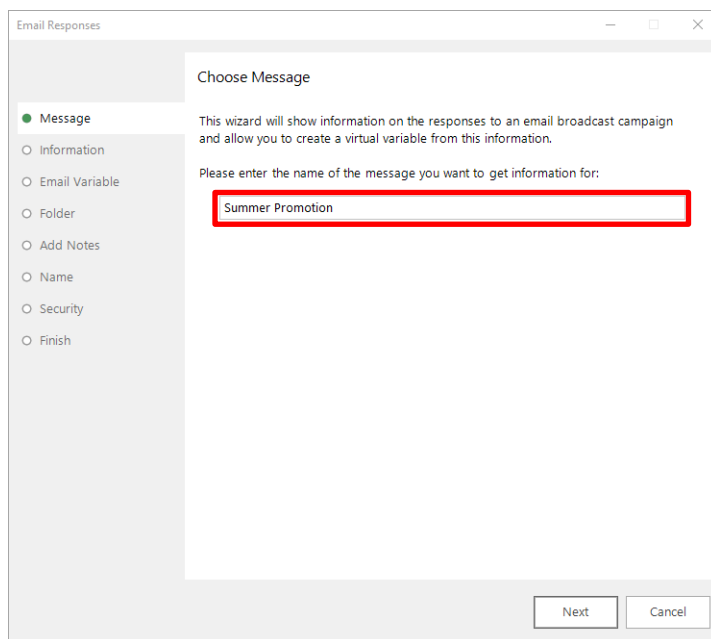
Note:

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

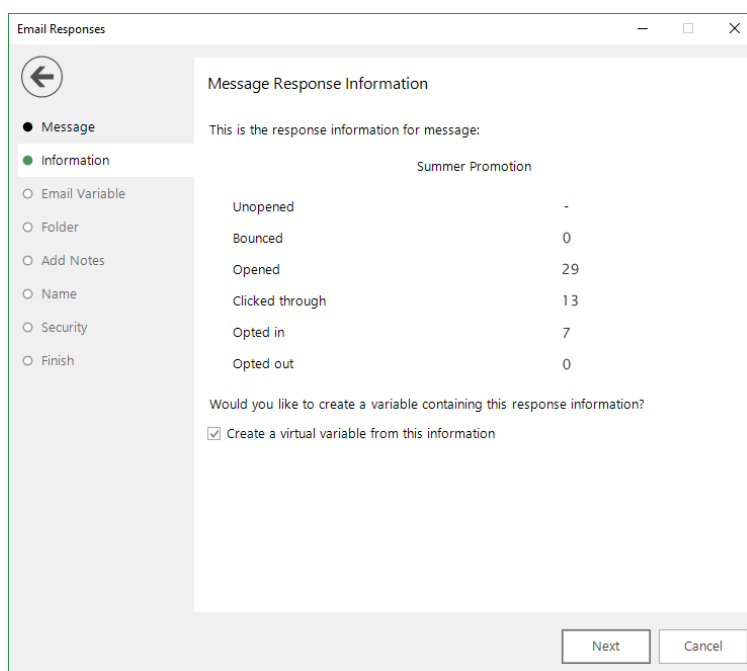
4.4 Email Responses Wizard

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**



3. As the Email Response Gatherer starts collecting information from Pure360, 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

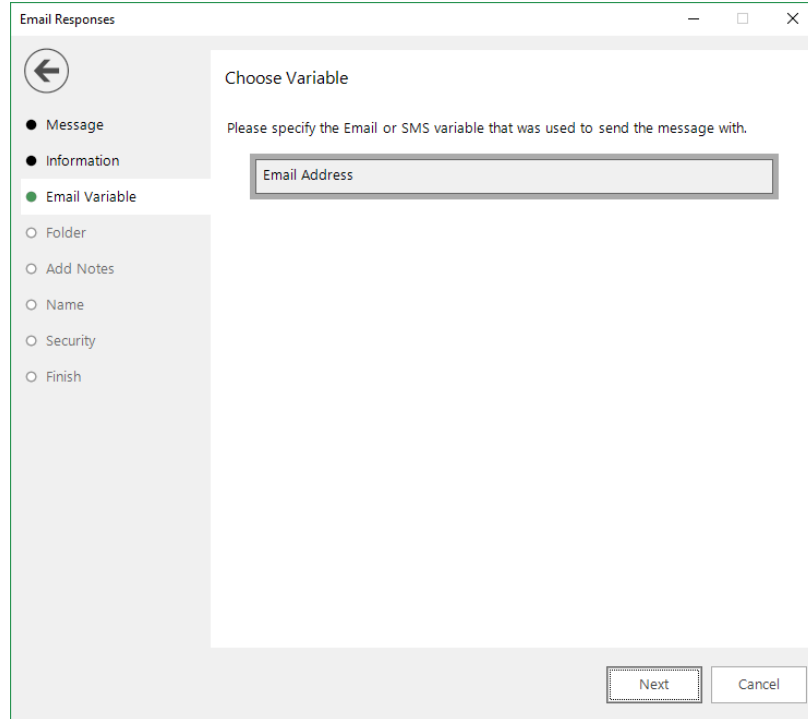


4. Drag the Email variable that you used in the Email Broadcasting wizard onto the drop box and click **Next**

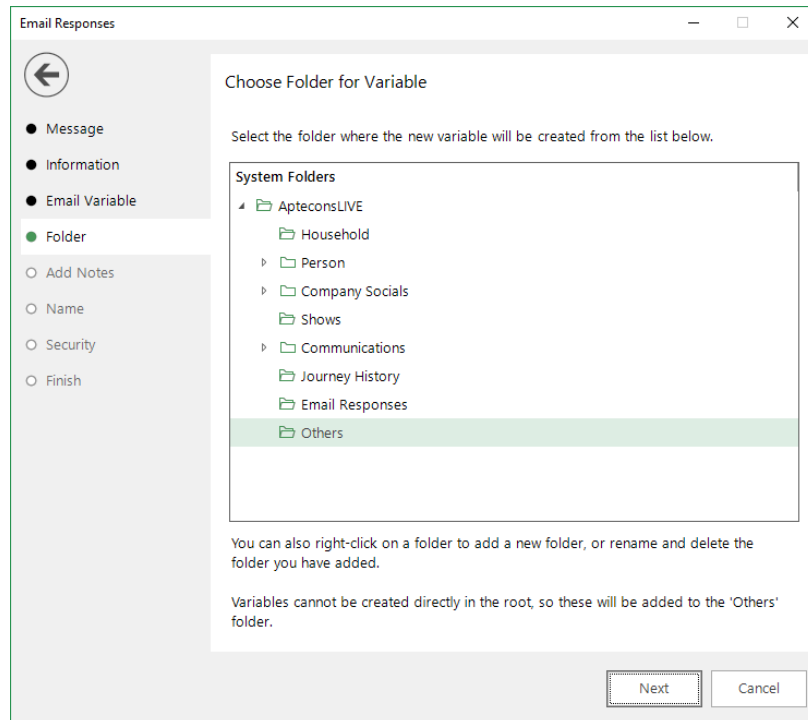
Choose Variable

Please specify the Email or SMS variable that was used to send the message with.

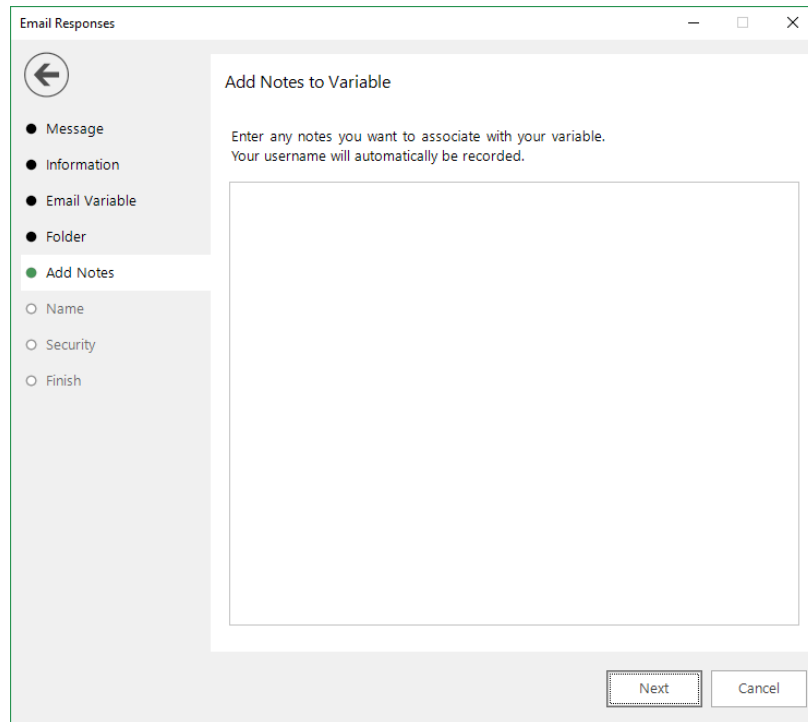
Drop your variable here



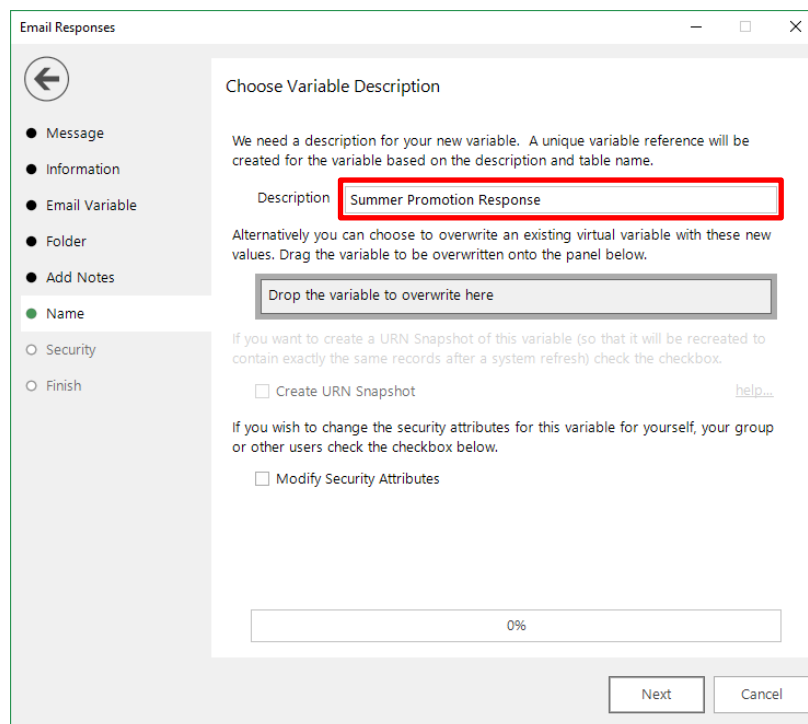
5. Locate the folder where you wish to store the virtual variable and click **Next**



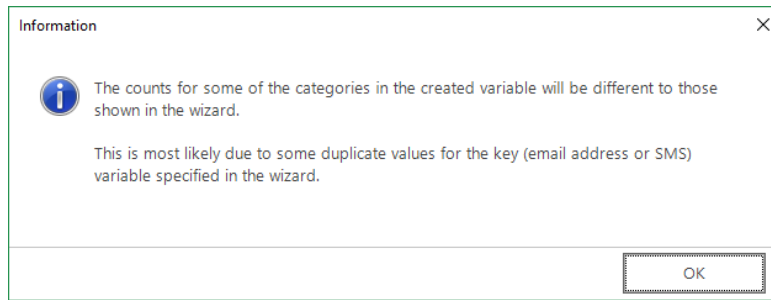
6. Enter any notes that will be stored along with the virtual variable and click **Next**



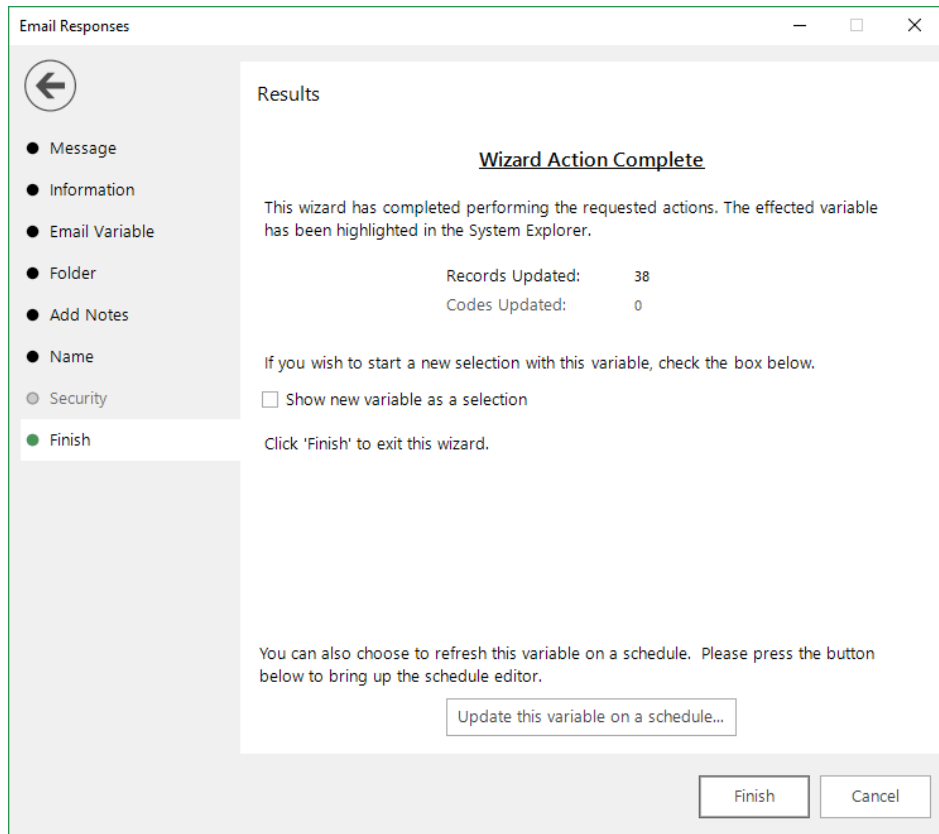
7. Enter a Description for the virtual variable or drag an existing virtual variable onto the drop box if you wish to overwrite it. Modify the Security Attributes if applicable and then click **Next**



8. Click **OK**



9. Click **Finish**

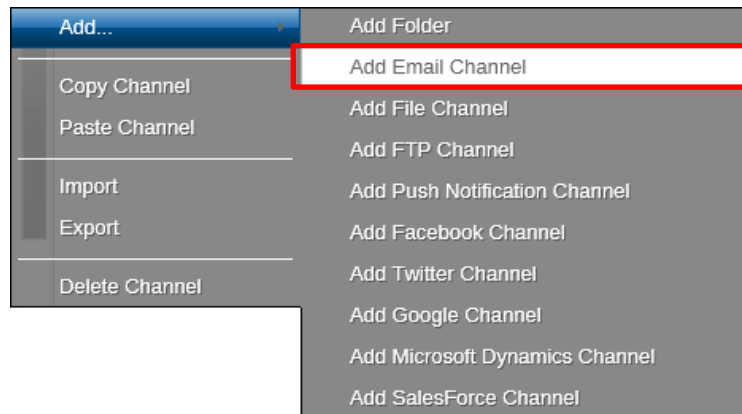


5 PeopleStage Broadcasting & Responses

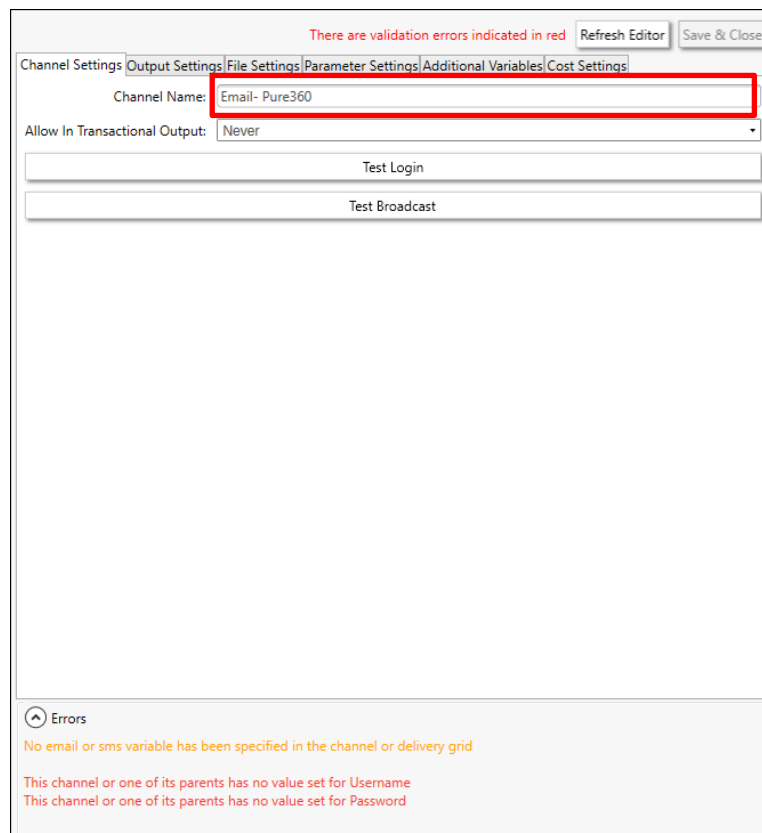
5.1 Defining the Broadcast Channel in PeopleStage

To use Pure360 with PeopleStage, you must set up a channel that defines the settings and parameters and any fields that you always want to send to Pure360.

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



2. Enter a name in **Channel Name**



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 Pure360

Table 5 –PeopleStage Output Settings

Field	Settings
Broadcaster	Select Pure360 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 Pure360
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 Pure360.
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.

4. Complete the **File Settings**

There are validation errors indicated in red

Refresh Editor Save & Close

Channel Settings Output Settings File Settings Parameter Settings Additional Variables Cost Settings

Zip File

Output File Format: Comma Separated Values (CSV)

Output Header: Descriptions

Delimiter: Tab

Alpha Encloser: None

Numeric Encloser: None

Extras:

Encoding: utf-8

Errors

Parameter ApiBase has no value set
Parameter FTPUsername has no value set
Parameter FTPPassword has no value set

Note:

The default Encoding is Windows-1252 if you change use the same setting on the **Parameter Settings** tab. Change to - [utf-8](#)

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

You will be able to get these from Pure360 or contact your Partner or Apteco

Table 6 –PeopleStage Parameter Settings

Field	Settings
Secure	Setting this to true will force the connection to Pure360 to become secure.
DatedListFormat	The date format string for the date and time stamp if created
Use Dated List	true
Message Delay	Specify a value in minutes to delay the broadcast (if applicable) after a list has been uploaded.
Message Send Retries	Specify a value for the number of times to retry a send if a failure occurs
Encoding	Set the encoding to UTF8
List Language Code	The list language code to use en_GB.UTF-8 This should match the Contact List Language in Pure360
Intelligent Time Sending	A unique alphanumeric string*

See **Appendix B** for all the available parameters

Note:

Ensure the **Encoding** is **UTF8** and **List Language Code** is set to **en_GB.UTF-8**

6. Add any additional variables on the **Additional Variables** tab

There are validation errors indicated in red

Refresh Editor Save & Close

Channel Settings Output Settings File Settings Parameter Settings **Additional Variables** Cost Settings

Variable Name	Variable Description	Output Type	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 Variables Directly

Additional Variables Location: End

Errors

An additional variable () can't be found in the FastStats system

7. Click **Save & Close**

Refresh Editor **Save & Close**

Channel Settings Output Settings File Settings Parameter Settings **Additional Variables** Cost Settings

Variable Name	Variable Description	Output Type	Formatting	Unclassified as blank
> Forename (PeForena)	First Name	-	No Formatting	-
Surname (PeSurnam)		-	No Formatting	-
Click here to add new item				

Add Additional Variables Directly

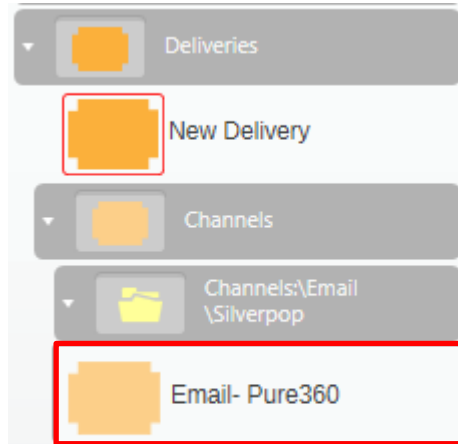
Additional Variables Location: End

Errors

5.2 Broadcasting in PeopleStage

You can now test your channel at any Delivery Stage

1. You can drag your new Pure360 channel from the Library to your Delivery step



2. You can select from the available messages in Pure360 from the **Message Name** drop-down or use PeopleStage's functionality to dynamically select a message, to use a different language for example.



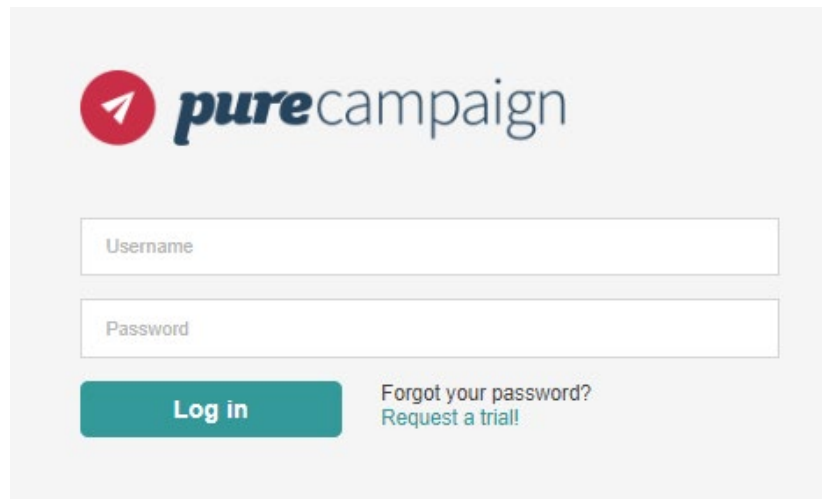
3. Enter your Pure360 **List Name**

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

Appendix A: Pure360 Configuration

If you wish to automatically broadcast the list to a message either from the Email Broadcast wizard or PeopleStage, you need to create a within Pure360.

1. Login to your Pure360 account to access the web-based control panel



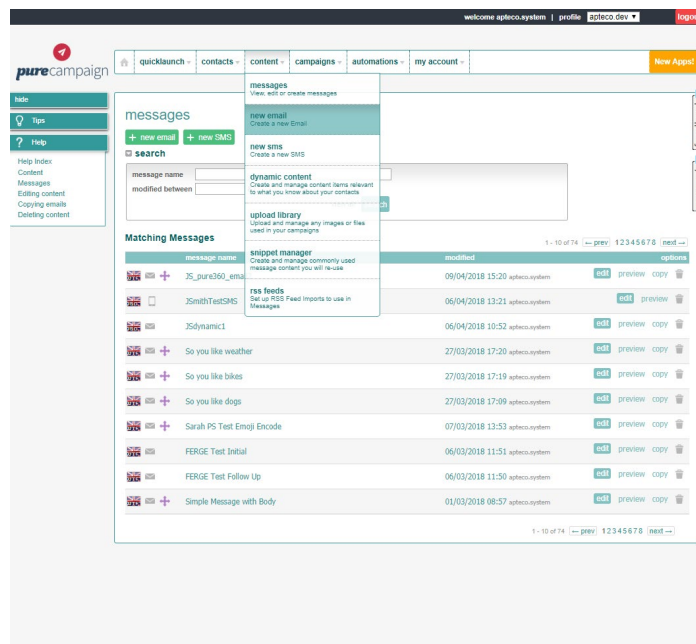
Creating a new Message in Pure360

Use the email editor to create a message and save it, noting the message name.

Note:

If you want to make use of personalization fields so that you can use these in your message content, follow the steps in section 4 but do not enter a Message Name during the wizard. This will upload the list and the variables that you have added to the data grid so that they are available as personalization fields, i.e. { ~FirstName~ }

1. From: **content** go to *new email*



The **Mailing Settings & Content** dialogue opens

2. Enter a **Message name** for the message and complete the rest of the settings as appropriate:
 - Message Settings ensure you select **Unicode (UTF-8)**
 - Subject Line (dynamic content can be used e.g. “Welcome to Summer %%First Name%%”, you will need to configure the Contacts first
 - Message content
 - Set the tracking and analytis settings
 - Preview and test your message
3. To create a list send a test broadcast to Pure360 from PeopleStage and enter a List Name to use

Edit Contact List cancel accept

List settings
Edit the name and language. (for your reference only)

Name:

Language:

Edit the custom field names?

1:

2:

3:

4:

5:

cancel accept

- Report Settings

The screenshot shows the 'Reports settings' page. At the top, there is a navigation bar with tabs for 'quicklaunch', 'contacts', 'content', 'campaigns', 'automations', and 'my account', along with a 'New Apps!' button. The main content area is titled 'Reports settings' and includes a 'cancel' button and an 'update' button with a checkmark. Below the title, there is a section for 'Quick view fields' with a description: 'These are the report statistics that are shown on the welcome screen when you log-in and when you search for eBroadcast reports.' This section contains four dropdown menus: 1 Sent, 2 Opened, 3 Clicked, and 4 Bounced. The next section is 'Calculation method', which explains that figures for emails not sent are shown as a percentage of the list total, and figures for responses outside the email are shown as a percentage of the total sent. It offers three radio button options: 'Relative (recommended)', 'Sent (DMA method)', and 'Total'. The final section is 'Targets', which states that the definition of a successful eBroadcast will be measured against it. A dropdown menu shows 'Tank!' with an 'edit targets' link.

- In order receive response information from Pure360, you need to configure your Targets

The screenshot shows the 'Targets' configuration page. It features a navigation bar similar to the previous page. The main content area is titled 'Targets' and includes 'cancel', '+ add new target', and 'update' buttons. A dropdown menu shows 'Tank!'. Below this is a table for configuring targets. The table has columns for 'Action', 'Ignore', and five importance levels (1, 2, 3, 4, 5), along with a 'Target' column. The 'Low [importance] High' header is positioned above the importance columns. The table lists various actions with their corresponding importance levels and target percentages.

Action	Ignore	1	2	3	4	5	Target
Unique Opens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	18%
Repeat Opens	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	0%
Not Opens	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	0%
Unique Clicked	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	17%
Repeat Clicked	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	0%
Not Clicked	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	0%
Bounced	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	0%
Soft Bounced	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	0%
Blocked	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	0%
Replied	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	0%
Auto Replied	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	0%
Send To Friends	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	0%
Unsubscribes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	2%

Appendix B: API Parameters

Table 9 – Email Response Gatherer Parameters

Parameter	Req.	Default/System Specific*	Description
SECURE	N	false	Setting this to true will force the connection to Pure360 to become secure.
EMAILCOLUMNNAME	N	email	This should refer to the column in Pure360 that holds the email address. The value will get inserted into the Email field in the Response table.
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
SMSCOLUMNNAME	N	Mobile	This should refer to the column in Pure360 that holds the mobile number. The value will get inserted into the Email field in the Response table.
MARKASREAD	N	true	The default value of true will cause responses to be flagged as read so they will not be downloaded again. Set this to false to allow responses to be downloaded multiple times (i.e. for testing purposes).
ADDITIONALCOLUMNNAMES	N		A list of comma separated values can be specified in order to retrieve additional columns from Pure360 (i.e. device type, device OS, device Browser).
LOOKUPBROADCASTIDSONTHEFLY	N	false	False will force the Email Response Gatherer to download a full list of Broadcast Ids 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 Ids 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.

ADDITIONALFIELDS	N		Allows you to specify a pipe () delimited list of the additional fields you wish to include in the Response Details table. This only acts as a filter, i.e. you can only specify fields that are included in the extract file.
------------------	---	--	---

The following data is inserted into the FastStats Email Response Table

Additional Configuration	Required	Default	Description
EXECUTIONTAG	N		When using Smart Execution, this can be used to identify separate accounts when using the same broadcaster.
EXECUTIONBUFFER	N	0	Adds a buffer in minutes to the start of the response window. Use this to create an overlap to allow for delayed response notifications.
RUNCOLUMNNAME	N		Reserved for future use
DELIVERYDATECOLUMNNAME	N	DeliveryDate	Delivery date
DATEFORMAT	N		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: <ul style="list-style-type: none"> • 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 ResponseDetails table before any conversion is carried out
TREATMESSAGEASADDITIONALFIELD	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

Table 10 – Email Broadcasting Parameters

Parameter	Required Y/N	Default	Description
SECURE	N	false	Setting this to true will force the connection to Pure360 to become secure.
DATEDLISTFORMAT	Y	yyyMMdd-HHmss	The date format string for the date and time stamp if created
USE DATED LIST	Y	false	
MESSAGE DELAY		5	Specify a value in minutes to delay the broadcast (if applicable) after a list has been uploaded.
MESSAGE SEND RETRIES	Y	10	Specify a value for the number of times to retry a send if a failure occurs
ENCODING	Y	UTF8	Set the encoding to UTF8
LIST LANGUAGE CODE	Y	en_GB.UTF-8	Set to en_GB.UTF-8
INTELLIGENT TIME SENDING			

Appendix C: Example Batch File

Example batch file to use with FERG and scheduling

```
@echo off

REM *****
REM File Name: Pure360BatchFile.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 *****

C:
cd C:\FastStats\FERG
cls
SET FERG="%ProgramFiles%\Apteco\FastStats Email Response Gatherer x64\EmailResponseGatherer64.exe"
SET LOGFILE="Logs\Pure360.txt"
SET LOGFILEDETAILS="Logs\Pure360_Details.txt"
echo. >> %LOGFILE%
echo. >> %LOGFILEDETAILS%
echo %date% %time% - Starting FastStats Pure360 Response Download >> %LOGFILE%
echo %date% %time% - Starting FastStats Pure360 Response Download >> %LOGFILEDETAILS%
echo. >> %LOGFILE%
>> %LOGFILEDETAILS%
echo.
%FERG% Pure360.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 Pure360 Responses OK >> %LOGFILE%

goto Complete

:FailedLogin

echo %date% %time% - FastStats Gatherer Failed - Login Failed to Pure360 >> %LOGFILE%

goto Complete

:FailedDownload

echo %date% %time% - FastStats Gatherer Failed - Downloading from Pure360 >> %LOGFILE%

goto Complete

:FailedLogout

echo %date% %time% - FastStats Gatherer Failed - Logging out of Pure360 >> %LOGFILE%

goto Complete

:FailedException

echo %date% %time% - FastStats Gatherer Failed - Pure360 API Exception >> %LOGFILE%

goto Complete

:Complete

echo %date% %time% - Completed FastStats Pure360 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 'C:\FastStats\FERG\Pure360.xml'.

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

```
%FERG% Pure360.xml >> %LOGFILEDETAILS%
```

In the location:

```
"cd C:\FastStats\FERG" in the batch file
```

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

Errors relating to Encoding settings

These errors can occur due to a mismatch of the ListLanguageCode settings and Upload Encoding settings being set incorrectly

Description: Error received when running FERG using a batch file

Error: (Language code not supported for this profile [en.GB.ISO8859-15]).

```
Errored request for broadcast of 1 recipients for FR1-SOLDES-4518  
Error[9001]: An error has been returned whilst uploading meta data to Pure360 (language code not supported for this profile [en_GB.ISO8859-15] [ ])
```

Solution: Ensure the FERG Response Gatherer, FastStats Plugin Configurations, and PeopleStage Channel settings are using UTF8. Also set the ListLanguageCode in FastStats and PeopleStage to en.GB.UTF-8.

Ensure the Pure360 settings are also set to Unicode (UTF-8)

See the Notes Page 25 and 37

For customer service and technical support visit:

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Note: If you have purchased the Apteco Marketing Suite™ via one of our partners then they are your first line of support.

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INSIGHT INTO ACTION