

# **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

# Contents

1	Intr	oduo	ction	1				
	1.1	Sumi	mary of SilverPop functionality	1				
	1.2	Befo	re You Begin	2				
2	Pro	cess	Summary	4				
	2.1	Arch	itecture	4				
3	Apt	Apteco System Configuration						
	3.1	Crea	ting the Response Database	6				
	3.2	Linki	ng the Response Database to the FastStats Service	10				
	3.3	Insta	lling the Email Response Gatherer	12				
	3.4	Crea	ting the Response Gatherer Folders	15				
	3.5	Crea	ting the Configuration File	16				
	3.6	Sche	duling the Response Gatherer	17				
4	Fas	tStat	s Broadcasting & Responses	21				
	4.1	Enab	le Email Broadcasting	21				
	4.2	Conf	iguration in FastStats	23				
	4.3	Checking your configuration2						
	4.4	Emai	I Responses Wizard					
5	Рео	pleS	tage Broadcasting & Responses					
	5.1	Defir	Defining the Broadcast Channel in PeopleStage					
	5.2	Broa	dcasting in PeopleStage					
Арре	endix	( A:	SilverPop Configuration	41				
Арре	endix	с В:	API Parameters	44				
Арре	endix	( C:	Example Batch File	47				
Арре	endix	cD:	Troubleshooting					

# **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

Pure 360 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:

<<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 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.

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 Connec
	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.

2 - Additional In	omation		
ystem name :	Holidays		
efault password :	•••••		

Install	Component	Database Name	Notes
	Configuration	FS_Config	Database already exists
	Control	WS_Holidays	Database already exists
	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	

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 - I	Review actions		
Parame	eters :		
	<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>		

#### 8. Click Run Scripts.

🖉 Create Database Wizard			-		×
Step 5 - Create Database(s)					
Email Response	View Notes	Copy Script	View Log		
			Run Scrip	ts Ca	incel
				Back	Next

#### 9. Click Finish.

<b>_</b>	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		_			Х
Manage Services						
Name	Status	Version	Query Component Version		St	art
FastStats Service - Holidays	Running	1.3.17313.70 (Q4 2017)	5.6.2.18037		St	ор
					Res	start
					Refree	sh (F5)
					Upd	late
					Prop	erties
					Viev	v log
					Licer	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 suc	ccessful.
		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 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.

📅 FastStats Email Response Gatherer x64 Setup - 🗆 🗙					
<u>i</u>	Welcome to the FastStats Email Response Gatherer x64 Setup Wizard				
	The Setup Wizard will install FastStats Email Response Gatherer x64 on your computer. Click Next to continue or Cancel to exit the Setup Wizard.				
	Back Next Cancel				

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

1
_
_
]

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

FastStats Email Response Gatherer x64 Setup	—		>
Destination Folder			1
Click Next to install to the default folder or click Change to choose	another.		¥=
Install EastState Email Despanse Cathoror v64 to			
Install Paststats Email Response Gauterer X04 to:			
C: \Program Files \Apteco \FastStats Email Response Gatherer x64\			
Change			
	ext	Can	
Back Ne			
	Destination Folder Click Next to install to the default folder or click Change to choose Install FastStats Email Response Gatherer x64 to: C:\Program Files\Apteco\FastStats Email Response Gatherer x64	Destination Folder Click Next to install to the default folder or click Change to choose another. Install FastStats Email Response Gatherer x64 to: C:\Program Files\Apteco\FastStats Email Response Gatherer x64\	Destination Folder         Click Next to install to the default folder or click Change to choose another.         Install FastStats Email Response Gatherer x64 to:         C:\Program Files\Apteco\FastStats Email Response Gatherer x64\

#### 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

掃 FastStats Email Response G	-		×	
¥=	Completed the FastStats Gatherer x64 Setup Wiza		Respon	se
	Click the Finish button to exit the Set	up Wizard	Ι.	
	Back Finis	h	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 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

🔽 FastStats Email Response (	Fatherer -	- 🗆	×
File Help			
Database			
Connection string :	Data Source=TD_WIN10_02\SQLExpress;Initial Cata	log=RS_	Edit
Timeout (secs) :	0	-	Test
Bulk insert folder :	C:\FastStats\ferg\Bulk Insert		Browse
Send Email on Error	SMTP Properties		
PeopleStage connection string :			Edit
Email Broadcaster			
Broadcaster : Pure360			~
Usemame: username			
Password : password			
Broadcast Parameters			
ADDITIONALCOLUMNNAMES		~	Add
Parameter Value			
▶#			

#### Note:

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

1	Table 2 –	EmailResponseConfig Par	rameters

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

🗷 FastStats Email Response Gatherer - 🗆 🗙					
File Help					
Database					
Connection string :	Data Source	=aptwarsql1;Initial Catalog=RS_AptL	IVE;Integr	ate	Edit
Timeout (secs) :	1200			<b>+</b>	Test
Bulk insert folder :	C:\FastStats	\ferg\Bulk Insert			Browse
Send Email on Error	SMTP Prope	erties			
PeopleStage connection string :					Edit
Email Broadcaster					
Broadcaster : Pure 360					~
Usemame: username					
Password : password					
Broadcast Parameters					
				~	Add
Parameter		Value			^
COMMUNICATIONKEY	OLUMNNAME	Communication_Key			
ADDITIONALCOLUMN	NAMES	Forename,Surname,device	type,de	evice	
MarkAsRead		true			
ConstantFields		Broadcaster#Pure360 Syst	em#AptL	IVE	
TreatTypeAsAddit	ionalField	true			
ExecutionTag		apteco.dev			
*					~
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. The default value is email.					

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



The Windows Task Scheduler opens

#### 2. Select Create Basic Task

Task Scheduler			– 🗆 🗙
File Action View Help			
🗢 🄿 🙍 📰			
Task Scheduler (Local)     Task Scheduler Library     Intel     Leader Technologies     McAfee     Microsoft	Name CollectBroadcasterXYZ_Responses	Status Triggers Next Run Tit Ready At 15:23 on 24/04/2 Ready At 15:23 on 24/04/2 Next Run Tit Create Basic Task Create Basic Task	
FastStats	Ac	tions	
	Fa	stStats	-
	General Triggers Actions Co	Create Basic Task	
	When you create a task, you m actions, open the task property	Create Task	
	Action Details Start a program "D:\Fas	Import Task	•
		Display All Running Tasks	
		Disable All Tasks History	~
	*	New Folder	

#### You can create folders to organise your tasks

3. Create a Basic Task step

Tip:

a. Give your task a Name and Description

Create Basic Task Wizard			×
Create a Basic Tasl	¢		
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	When do you want the task to start?			
Trigger	<ul> <li>Daily</li> </ul>			
One Time Action	○ Weekly			
Finish	O Monthly			
	One time			
	O When the computer starts			
	○ 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

Start:	23/04/2018	 17:00:00	Synchronize across time zones
			-

- 5. Action step
  - a. Select Start a program and click Next

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

- 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	Add arguments (optional):		Example.xml	
Start a Program Finish			examplexim	
Finish	Start in (optional):			
		< Back	Next > Can	cel

7. Summary step - Click Finish

Create Basic Task Wizard		×
5ummary		
Create a Basic Task Trigger One Time Action Start a Program Finish	Name: Description:	CollectBrosdcasterXYZ_Responses Scheduled Response Collection for XYZ
		One time; At 15:23 on 24/04/2018 Start a program; "D:\FastStats\FERG\Example Batch.bat" Example.xml Properties dialog for this task when I click Finish ck Finish, the new task will be created and added to your Windows schedule. < Back Finish Cancel

# 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 Conf	figuration (32 bit) 📃 🗉 🗾
File Help	
APTECO-	FastStats.NET Configuration
	Please choose a configuration area :
	Web Service
	Database Management
	FastStats Services

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

Web Service Chooser	×
Web service configuration	
·····	Edit
	OK Cancel

#### 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	Teleme	try	
Plugins											
	Enable	Plug	in Name								
	~	Apte	co.Discoverer	.Plugins.	Cascade						
	<b>~</b>	Apter	co.Discoverer	Plugins.	Cluster						
	<b>v</b>	Apter	co.Discoverer	.Plugins.l	DecisionT	ree					
		Apte	co.Discoverer	.Plugins.l	ExternalLi	nks					
		Apter	co.Discoverer	.Plugins.l	licensing						
		Apter	co.Discoverer	.Plugins.l	Linkage						
	<b>v</b>	Apte	co.Discoverer	.Plugins.l	Мар						
	<ul><li>✓</li></ul>	Apter	co.Discoverer	.Plugins.	Modelling						
	<b>v</b>		co.Discoverer	-		ort					
			co.Discoverer	-							
			co.Discoverer	-		-					
			co.Discoverer	-							
			co.Discoverer	-							
	•		co.Discoverer	-		able					
		_	co.Discoverer			_					
<u> </u>	•		co.Discoverer.			- 4		1			
			co.Discoverer	-							
			co.Discoverer	-		lynamics					
			co.Discoverer co.Discoverer	-		- f					
			co.Discoverer co.Discoverer	-		cuons					
			co.Discoverer co.Discoverer	-		4					
			co.Discoverer co.Discoverer	-							
			co.Discoverer co.Discoverer	-	-	ion					
			co.Discoverer	-	-						
			co.Discoverer	-							
	<u>,</u>	- più		rogina.	2101 9 200010						

# 4.2 **Configuration in FastStats**

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

E	Name		Reference
ystem	▷ 📩 Glo	bal	-1
	New	•	I
	Cut		
	Сору		
	Paste		
	Delete		
	Rename		
	Modify	F	Modify Group
-			Modify User
			Modify Access Rights
s			Modify Disk Quotas
Windows			Modify Ftp Connections
Win			Modify Selection Properties
			Modify Outputs
ជ			Modify Transferable Extensions
м			Modify Product Options
			Modify Plugin Configurations
ites			Modify Row Filters
Favourites			Modify Column Filters
Fa			Modify Roles
			Modify Hyperlinks
Å			Modify Velocity
			Modify Capabilities

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 Configura	ations		
Tool (20 items)			•
Wizard (28 items)			
Plugin	<b>A</b>	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		Clea
Email Broadcasting (Predefined Fields)	Edit		
Email Broadcasting (User Defined Fields)	Edit		
Email Responses	Edit	~	
Import Data	Edit	$\checkmark$	<b>v</b>

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

Email Broad	dcasting	>
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
	01	Cancel

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

🖷 Edit Template	×
Name:	
Pure360	
Resolve Table:	
People 🗸	
Extras:	
Deserved and the second s	
Broadcaster: Pure360	
Known Parameters:	
	<u> </u>
Secure	
Dated List Format	
yyyyMMDD-HHmmss	
yyyywwebb rinnings	×
✓ Use Dated List	
▼ Use Dated List	
Message Delay	
1	<b>V</b>
Additional Parameters:	
Кеу	Value
*	
Parameters:	list=True;MessageDelay=1;MessageSendRetries=10;Encoding Parse
	List – in de, miessagebelay – i, miessagebendikeulies – iv, Endouning – Parse
	OK Cancel

#### 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.

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	Ν	

#### Table 3 – Edit Upload Template Known Parameters Settings

#### 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)

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

#### 2. Click the Email Broadcasting icon

New Selection 3				/	
Summ	ier List			Peo	ple
					de 🕶 🛲 Rows To Browse 🛪 🖬 🕶 🕪 🕶
Data Grid			Aggregation	- m, Add oser cod	주 X
		Grid			
Drag a colum	n header	here to g	roup by that	t column.	
Person URN #	Title 🕫	Initial 🕸	Surname 👍	Email Address 👍	<u>ـ</u>
EllieHolderness	Miss	E	Holderness	ellie.test@bubb	
JessicaHolder	Mrs	J	Holderness	jessica.test@bu	
RileyHoldern	Mr	R	Holderness	riley.test@bubb	
RobinHolder	Mr	R	Holderness	robin.holdernes	
JaneHolderne	Mrs	J	Holderness		
SimonHolder	Mr	c .	Holderness	simon holderne	► ►
					Browsing first 1,000 People
Cover Selection	Data Gri	d			
					86 People

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

Email Broadcasting	- 0
	Choose Upload Template
Upload Template	This wizard uploads a selection to your email broadcaster. Select the upload templat
O 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	Pure360
O Finish	
	Next Canc

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

Email Broadcasting (UD)		- 0	×
E	Choose Key Fields		
<ul> <li>Upload Template</li> <li>Source</li> </ul>	Please specify the key fields for the data that either choose an email address, an SMS phor		
Key Fields	Select the field that contains the email addres address field then please choose None.	s. If you do not have an email	
O Additional Fields	Email Field	None	•
O Options O Finish	Select the field that contains the SMS phone number field then please choose None SMS Field		
		Next Can	el

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

Email Broadcasting (UD)		- 0	$\times$
•	Choose Add	ditional Custom Fields	
Upload Template     Source		y the additional custom fields that you wish to upload. These fields can sur message to the email / SMS recipient.	
<ul> <li>Key Fields</li> </ul>	Include	Column Description	
Additional Fields		Person URN	
<ul> <li>Additional Fields</li> </ul>	1	Title	
O Options	~	Initial	
O Finish		Surname Email Address	
		Next Cancel	

6.	Complete t	he <b>Email</b>	Broadcasting	Details	form then	click Next
----	------------	-----------------	--------------	---------	-----------	------------

Email Broadcasting		– 🗆 X
¢	Email Broadcasting Details	
<ul> <li>Upload Template</li> </ul>	Please enter your credentials for uploading y	your records to the broadcaster.
Source	Username	apteco.system
Key Fields	Password	******
Additional Fields	Enter the details for this list. If you want to	overwrite an existing list, ensure that you
Options	check the overwrite box. List Name	FERGE Test Initial List_201908 🔽 Q 💌
O Finish	<ul> <li>Overwrite an existing list</li> </ul>	
	Message Name	FERGE Test Initial Q
	A copy of the list will be saved to the directo	ry below.
	Private:\FERGE Test Initial List_2019080	5-120714.csv Browse
	When the list has been processed and is rea confirmation email to the address below.	dy, the broadcaster will send a
	Email Address	support@apteco.com
	C	1%
		Finish Cancel

#### 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

Broadcast	Warning	$\times$	1
2	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.

Email Broadcasting (UD)	- 🗆 X
e	Results
<ul> <li>Upload Template</li> </ul>	Wizard Action Complete
Source	
Key Fields	Your list has been successfully uploaded to your broadcaster. It may take a while for them to process this list and make it available to you.
Additional Fields	
Options	Records Uploaded: 1
Finish	
	Finish Cancel

#### 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 Cance

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

mail Responses		-	• ×
¢	Message Response Information		
Message	This is the response information for me	issage:	
Information	Sun	mer Promotion	
O Email Variable	Unopened		
) 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 ✓ Create a virtual variable from this in		
		Next	Cancel

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	- 🗆	×
¢	Choose Variable	
Message	Please specify the Email or SMS variable that was used to send the message with.	
<ul> <li>Information</li> </ul>	Email Address	1
Email Variable		
O Folder		
O Add Notes		
O Name		
O Security		
O Finish		
	Next	cel

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

Email Responses	– 🗆 X
Œ	Choose Folder for Variable
Message     Information	Select the folder where the new variable will be created from the list below.           System Folders
Email Variable	A D ApteconsLIVE
Folder	🗁 Household
O Add Notes	C Person     Company Socials
O Name	Shows
O Security	Communications
O Finish	🗁 Journey History
	🗁 Email Responses
	🗁 Others
	You can also right-click on a folder to add a new folder, or rename and delete the folder you have added. Variables cannot be created directly in the root, so these will be added to the 'Others' folder.
	Next Cancel

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

Email Responses		-		×
¢	Add Notes to Variable			
<ul> <li>Message</li> <li>Information</li> <li>Email Variable</li> </ul>	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 new values. 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
| nformatio | 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. |   |
|           | ОК  |   |
|           | OK  |   |

9. Click Finish

Email Responses	- 🗆 X
¢	Results
Message	Wizard Action Complete
<ul> <li>Information</li> <li>Email Variable</li> </ul>	This wizard has completed performing the requested actions. The effected variable has been highlighted in the System Explorer.
<ul> <li>Folder</li> <li>Add Notes</li> </ul>	Records Updated: 38 Codes Updated: 0
Add Notes     Name	If you wish to start a new selection with this variable, check the box below.
Security	Show new variable as a selection
• 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 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.

 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

	1	There are valida	tion errors indicated in	n red R	efresh Editor	Save & Clos
Channel Settings Output Settings	s File Settings P	arameter Settin	gs Additional Variables	s Cost S	ettings	
Channel Name:	Email- Pure360	)				
Allow In Transactional Output:	Never					•
		Test Lo	gin			
		Test Broa	dcast			
Errors						
No email or sms variable has bee						
This channel or one of its parent This channel or one of its parent						

### 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)

		File Settings Parameter Settings A	dditional Variables Cost Set	tings
Broadcaster:	Pure36			
Username: a	apteco			
Password:	•••••	••		
Email Variable				
Variable I	Name:	mail Address (PeEmailA)		• C
Variable Description Ove	erride:			
SMS Variable				
Variable I	Name:	elect a Variable		- C
Variable Description Ove	erride:			
Reply Email Address:	robin.h	derness@apteco.com		
Reply SMS Number:				
Upload but don't broa	adcast			
Append to List				
Number of Retries:				
Response File Key Type:	Comm	nication Key		
Message Content Type:	Broadc	ster Template		

3. Define Output Settings for Pure360

### Table 5 – PeopleStage Output Settings

Field	Settings
Broadcaster	Select <b>Pure360</b> 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.

			There are valid	ation errors indica	ated in red	Refresh Editor	Save & C
Channel Settings Out	put Settings F	ile Settings	Parameter Set	ttings Additional \	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 h Parameter FTPUserna							

### Note:

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

5. 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

annel settings/Output settings/File setti	ngs Parameter Settings Additional Variables Cost Settings
	▼ Add
Parameter Name	Parameter Value
Use Dated List	true
Message Delay	1
Encoding	UTF8
List Language Code	en_GB.UTF-8

### 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 <b>Appendix</b> B for all the available parame			

### 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

(	hanr	nel Settings Output Set	There tings File Settings Para			h Editor Save & Close
Γ		Variable Name	Variable Descripti T		Formatting	Unclassified as blank
		Forename (PeForena	First Name	-	No Formatting	-
		Select a Variable 🔹		_	-	-
		Household				
		Person				
		<ul> <li>Company Socials</li> </ul>	1			
		Shows				
		<ul> <li>Communications</li> </ul>				
		<ul> <li>Journey History</li> </ul>				
		Email Responses	i			
		<ul> <li>Others</li> </ul>				
	A	Add Additional Variable	s Directly			
	Addit	tional Variables Locatio	n:	End		
ſ		rrors				
	$\sim$		't be found in the FastS	tats system		
-						â

### 7. Click Save & Close

				Re	efresh Editor Save & Clos			
Chani	hannel Settings Output Settings File Settings Parameter Settings Additional Variables Cost Settings							
	Variable Name	Variable Descriptio	Output Type	Formatting	Unclassified as blanks			
>	Forename (PeForena)	First Name	-	No Formatting	-			
	Surname (PeSurnam)		-	No Formatting	-			
	Add Additional Variables Directly							
Addi	dditional Variables Location:							
<b>v</b>	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.

	Delivery	
	Everyone	
	SMS - Pure360	• 1
Message Name: FERGE SMS Tes FERGE SMS Test List Name: FERGE SMS Test Initi		
FERGE SMS Test	Initial List	
Upload and automatically broad	cast	
۲		لر

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

🕜 pure	campaign
Username	
Password	
Log in	Forgot your password? Request a trial!

### 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

paign A quicklaunch - contacts	<ul> <li>content - campaigns - automations</li> </ul>	my account +	
	messages View, edit or create messages		
messages	new email Create a new Email		
+ new email + new SMS	new sms Create a new SMS		
message name modified between	dynamic content Create and manage content items relevant to what you know about your contacts		
	upload library Upload and manage any images or files		
Matching Messages	used in your campaigns	1 - 10 of	74 - prev 123456
message nam	Snippet manager Create and manage commonly used message content you will re-use	modified	
🚟 🖴 🕂 35_pure360_e	ma	09/04/2018 15:20 apteco.system	edt preview
35mithTestSM	5 Set up RSS Feed Imports to use in Messages	05/04/2018 13:21 apteco.system	edt p
35dynamic1		06/04/2018 10:52 apbeco.system	edit preview
So you like we	ather	27/03/2018 17:20 apteco.system	edt preview
🚟 📾 🕂 So you like bii	es	27/03/2018 17:19 apteco.system	edit preview
📷 📾 🕂 🛛 So you like do	gs	27/03/2018 17:09 apteco.system	edt preview
📷 📾 🕂 🛛 Sarah PS Test	Emoji Encode	07/03/2018 13:53 apteco.system	edit preview
🚟 📾 🛛 FERGE Test Ir	itial	06/03/2018 11:51 apteco.system	edt preview
FERGE Test F	illow Up	06/03/2018 11:50 apteco.system	edit preview
Simple Messa	e with Body	01/03/2018 08:57 apteco.system	edit preview

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	$\boldsymbol{X}$ cancel	accept 🗸
List settings		
Edit the name and language. (for your reference only)		
Name: Tech Docs		
Language: Unicode (UTF-8) V		
Edit the custom field names?		
1: Run_Number		
2: [Person_URN		
3: Forename		
4: Surname		
5: [Communication_Key		
	× cancel	accept 🗸

### • Report Settings

ħ	quicklaunch 👻	contacts v	content v	campaigns 🔻	automations v	my account v	New Apps!
R	eports set	tinas					🗙 cancel update 🗸
	ick view field	-					
The	se are the report s	latistics that are	shown on the	welcome screen	when you log-in and	when you search f	or eBroadcast reports.
-	Sent Opened Clicked Bounced	> $>$ $>$					or eBroadcast reports.
Fig Fig		sent are shown inside of the en			Figures for respons shown as a percen		mail (including opens) are shown as a percentage of the total sent. ens.
Fig	ures for emails not	sent are shown	as a percenta	ge of the list total.	Figures for all respo	inses are shown as	a percentage of the total sent.
(	Sent (DMA met	hod)					
All	ïgures are shown a	is a percentage	of the list tota	L			
(	) Total						
Та	rgets						
	definition of a suc	cessful eBroado	ast, that your	reports will be mea	asured against.		
[1	ank! 🗸 edit targe	ts					
_							

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

	aunch 🔻	con	tacts	• C	onten	t⊽	camp	oaigns 🔻	automations	w my account	*	 		New Apps
Target	te											× cancel	+ add new target	update 🗸
✓ Tankl	.5													
			¢= Lo	w [lm	portan	ce] H	ligh ≍(							
Action	1	gnore	1	2	3	4	5	Target						
Unique (	Opens	$^{\circ}$	$\bigcirc$	$\bigcirc$	۲	0	$^{\circ}$	18%						
Repeat (		۲	$\bigcirc$	$\bigcirc$	$\circ$	$\bigcirc$	$\circ$	0%						
<ul> <li>Not Ope</li> </ul>	ened	۲	$\bigcirc$	$\bigcirc$	$^{\circ}$	$\bigcirc$	$^{\circ}$	0%						
Unique C	Clicked	$^{\circ}$	$\bigcirc$	$\bigcirc$	۲	0	$^{\circ}$	17%						
Repeat (		۲	$\bigcirc$	$\bigcirc$	$\circ$	$\bigcirc$	$\circ$	0%						
- Not Click		۲	$\bigcirc$	0	$^{\circ}$	0	$^{\circ}$	0%						
- Bounced		۲	$\bigcirc$	$\bigcirc$	$^{\circ}$	$^{\circ}$	$^{\circ}$	0%						
- Soft Bou		۲	$\bigcirc$	$\bigcirc$	$\circ$	$^{\circ}$	$\circ$	0%						
- Blocked		۲	0	0	$^{\circ}$	0	$^{\circ}$	0%						
Replied		۲	$^{\circ}$	$\bigcirc$	$^{\circ}$	$^{\circ}$	$^{\circ}$	0%						
Auto Rep		۲	$\bigcirc$	$\bigcirc$	$\circ$	$^{\circ}$	$\circ$	0%						
Send To		۲	0	0	$^{\circ}$	0	$^{\circ}$	0%						
- Unsubsc	cribes	0	0	0	۲	0	0	2%						
												$\boldsymbol{X}$ cancel	+ add new target	update 🗸

# Appendix B: API Parameters

Table 9 – Email Response Gatherer Parameter	Table 9 – Ema	ail 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
		Cindii	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
COMMUNICATIONKEYCOLUM	N	CommunicationKey	FastStats Communication Key. Only be
NNAME			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).
LOOKUPBROADCASTIDSONT	N	false	False will force the Email Response
HEFLY			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
ONLYPROCESSRECORDSWITH	N	false	Setting this to true will force the Email
BROADCASTID			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 seperate 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	Ν	DeliveryDate	Delivery date
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 ( )
			<ul> <li>SINGLEQUOTE (')</li> </ul>
			• 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
TREATMESSAGENAMEASADDITIO	N	false	Setting this to true will force the raw
NALFIELD			message name to be written to the
			ResponseDetails table before any
			conversion is carried out

### Table 10 – Email Broadcasting Parameters

Parameter	Required	Default	Description
	Y/N		
SECURE	N	false	Setting this to true will force the
			connection to Pure360 to become
			secure.
DATEDLISTFORMAT	Y	yyyMMdd-HHmmss	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"
SET LOGFILEDETAILS="Logs\ Pure360 _Details.txt" echo. >> %LOGFILE%
echo. >> %LOGFILE%
echo. >> %LOGFILEDETAILS%
echo. >> %LOGFILEM echo. >> %LOGFILEDETAILS% echo %date% %time% - Starting FastStats Pure360 Response Download >> %LOGFILE%
echo. >> %LOGFILE% echo. >> %LOGFILEDETAILS% echo %date% %time% - Starting FastStats Pure360 Response Download >> %LOGFILE% echo %date% %time% - Starting FastStats Pure360 Response Download >> %LOGFILEDETAILS%
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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%

### :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.IS08859-15].
```

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

])

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