



Apteco

# Technical Guide

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

MailingWork Integration Guide  
D057T3X002 – January 2019

## **Revision Tracking Sheet**

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

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### **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.

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

### **PageRevision**

All pages June 2018

Updated D057T3X002 - January 2019

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# 1 Introduction

This integration guide details the processes required to integrate the Apteco Marketing Suite with the MailingWork 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.

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### Note:

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

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## 1.1 Summary of MailingWork functionality

### Technology

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

### Supported Integrations

MailingWork supports all the above integration options.

### Type of Integration – User Defined

MailingWork 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

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

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This guide details the steps required to integrate FastStats, Cascade 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 MailingWork
  - b. API Parameters

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

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### Useful to have before you start:

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

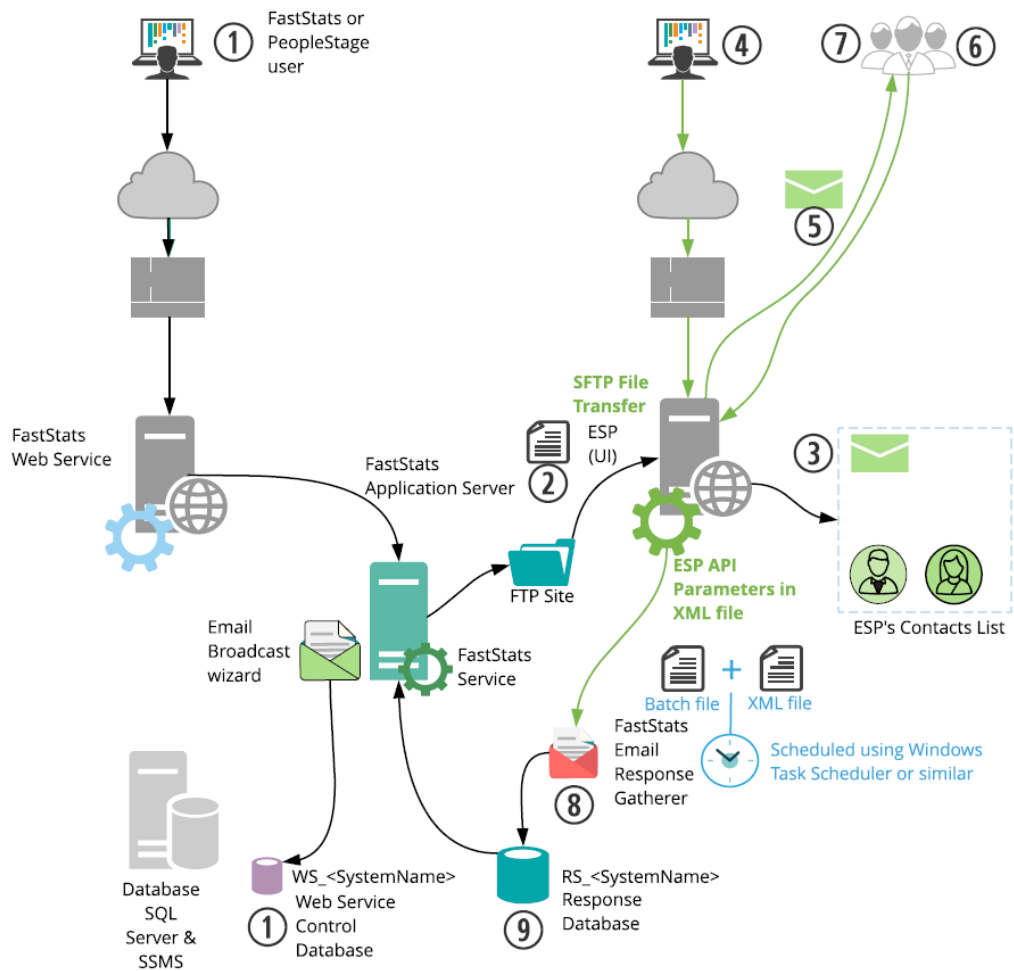
```
<SQLServerInstanceName>;Initial Catalog=RS_<SystemName>;User  
Id=faststats_service;Password=fa5t5tat5;
```
- The **Digital Integration.zip** available from:  
<https://www.apteco.com/portal/software-releases>
- Decide where your **FERG folders** are to be created  
Used to store the .xml and .bat 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 MailingWork API Username and Password
- The MailingWork Message Name and List Name

# 2 Process Summary

## 2.1 Architecture

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

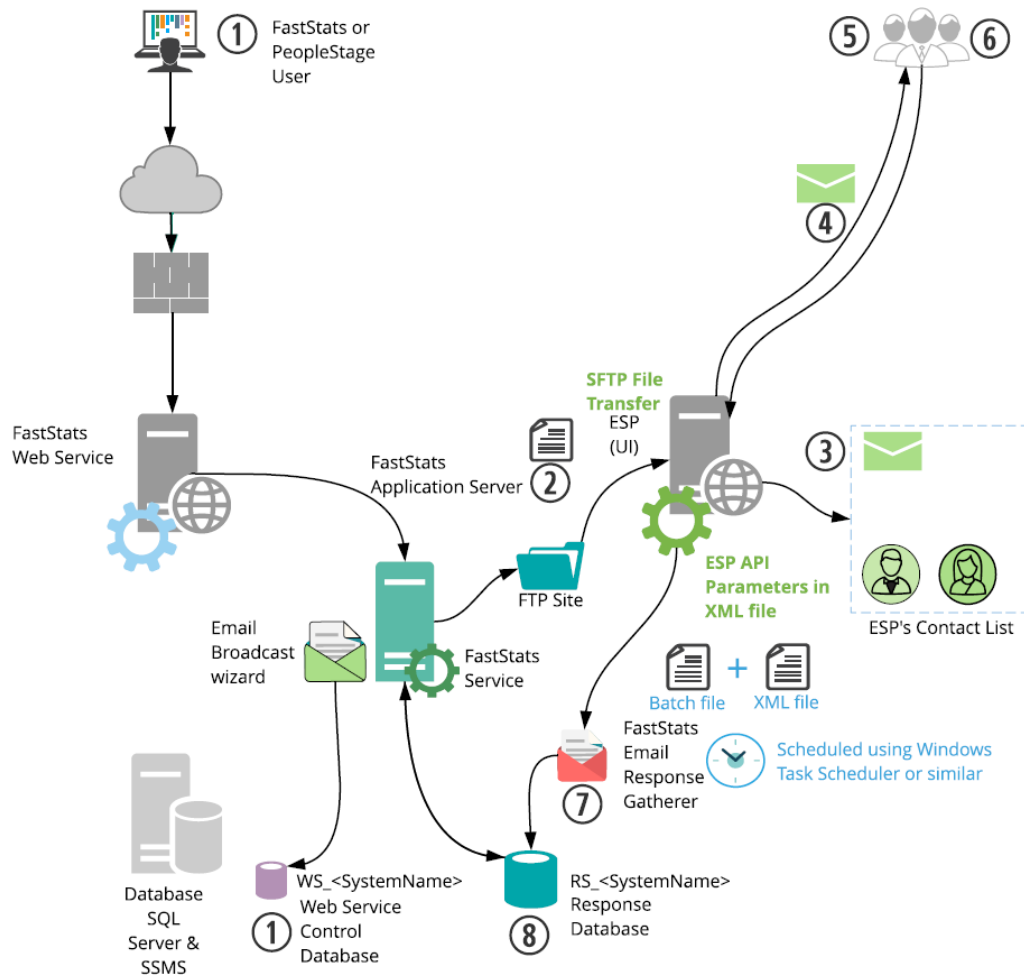
**Schematic showing campaign scheduling performed in MailingWork.**



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

7. MailingWork 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 MailingWork 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 MailingWork



# 3 Apteco System Configuration

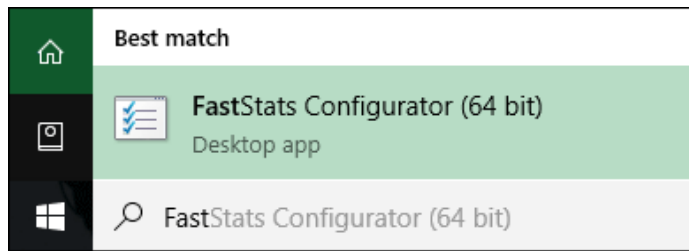
## 3.1 Creating the Response Database

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

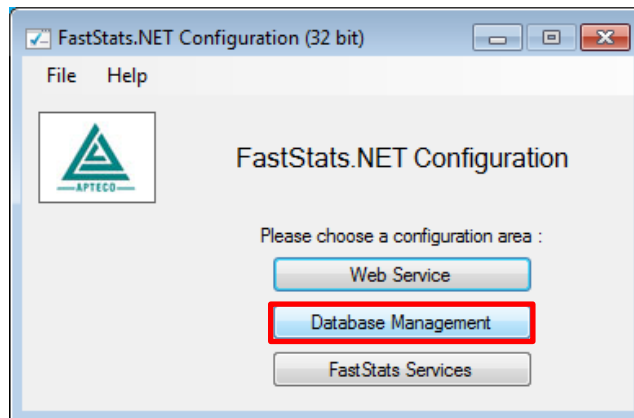
1. Open the FastStats Configurator.

**Tip:**

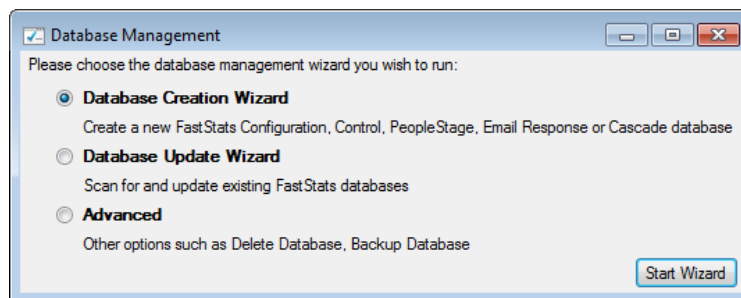
Search for Fast in the Start Menu



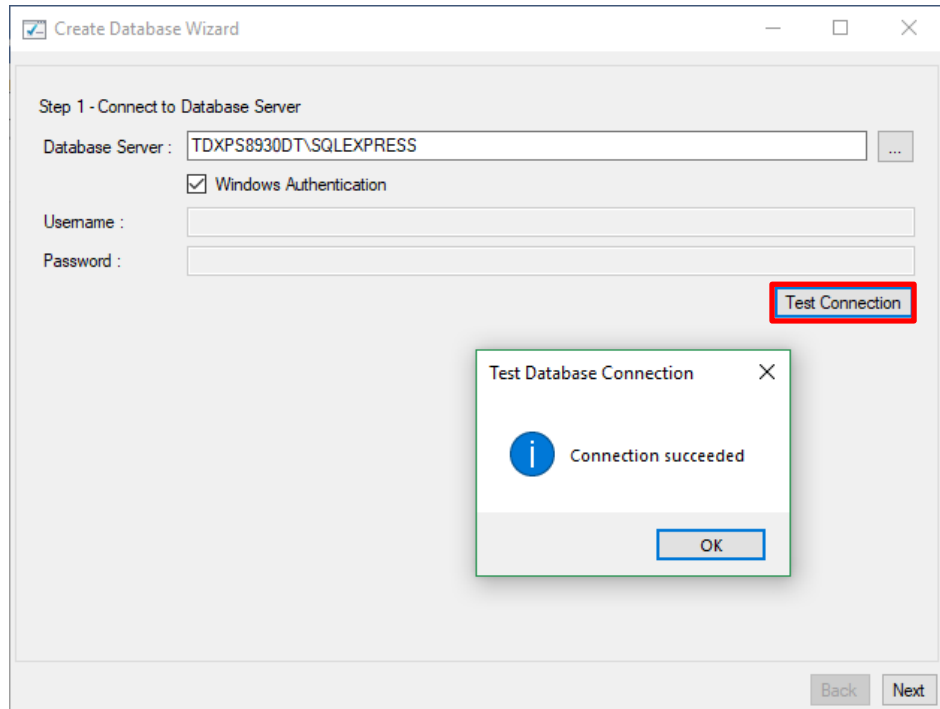
2. Select **Database Management**.



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



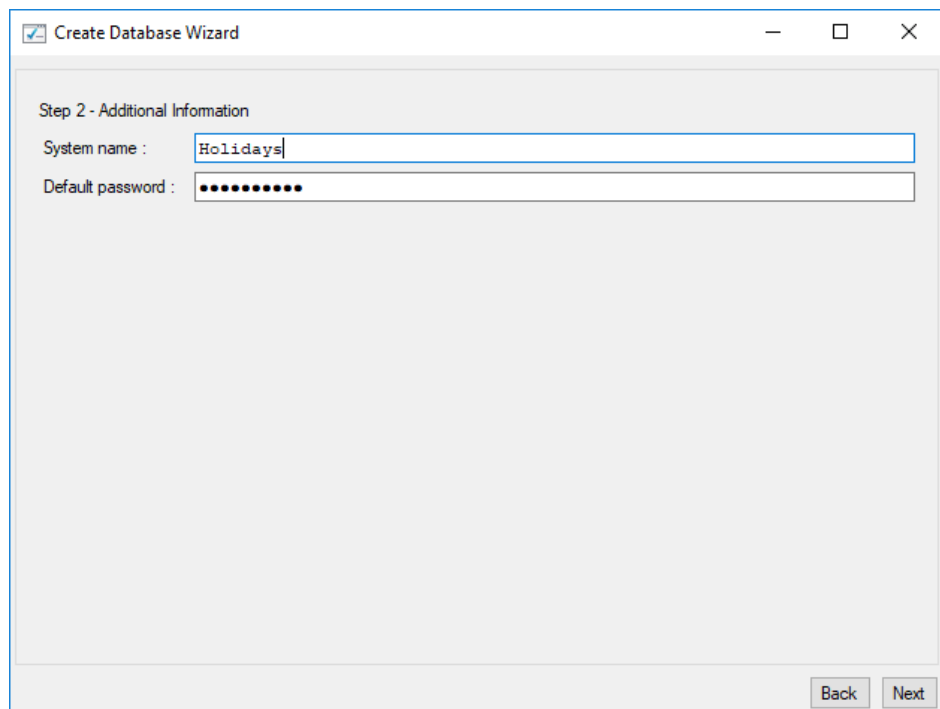
4. Enter the name of the **Database Server** where you wish to store the response database, click **Test Connection**



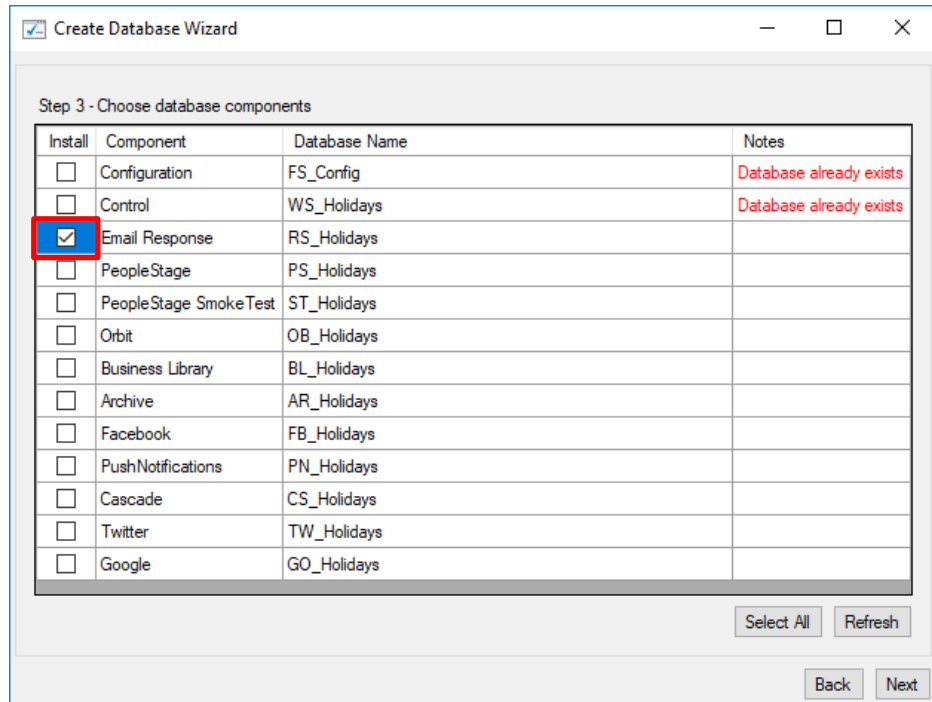
**Note:**

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.



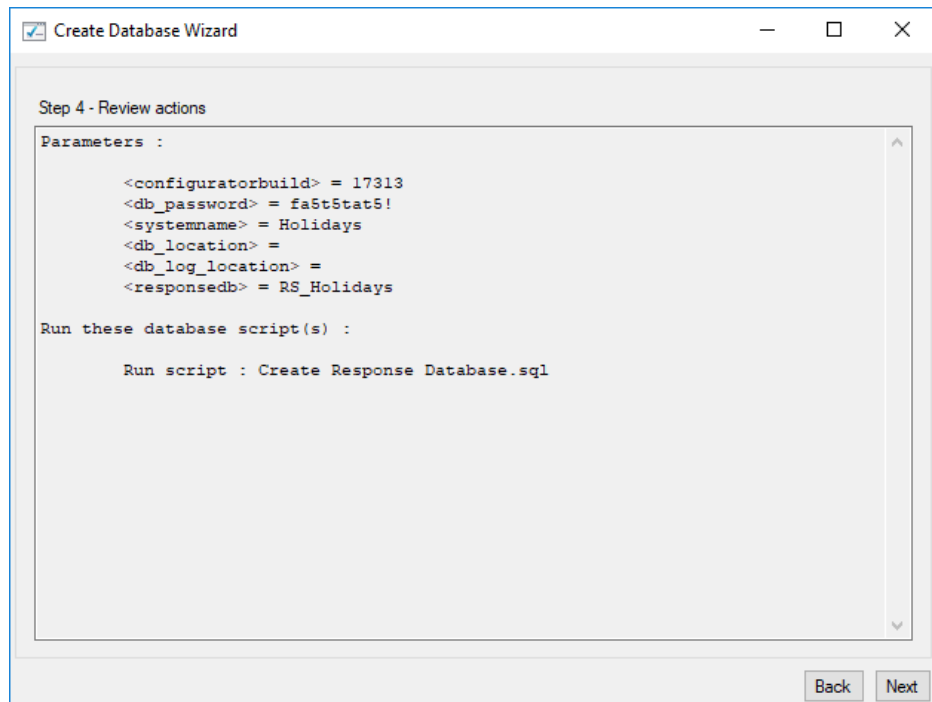
6. Select the **Email Response** check box, then click **Next**.



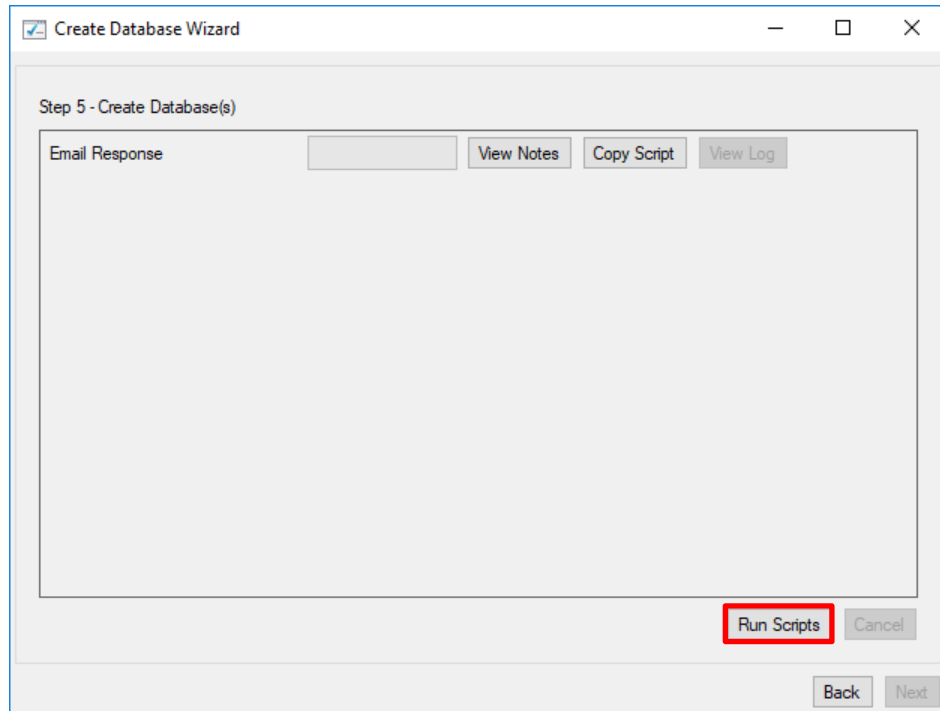
**Note:**

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.

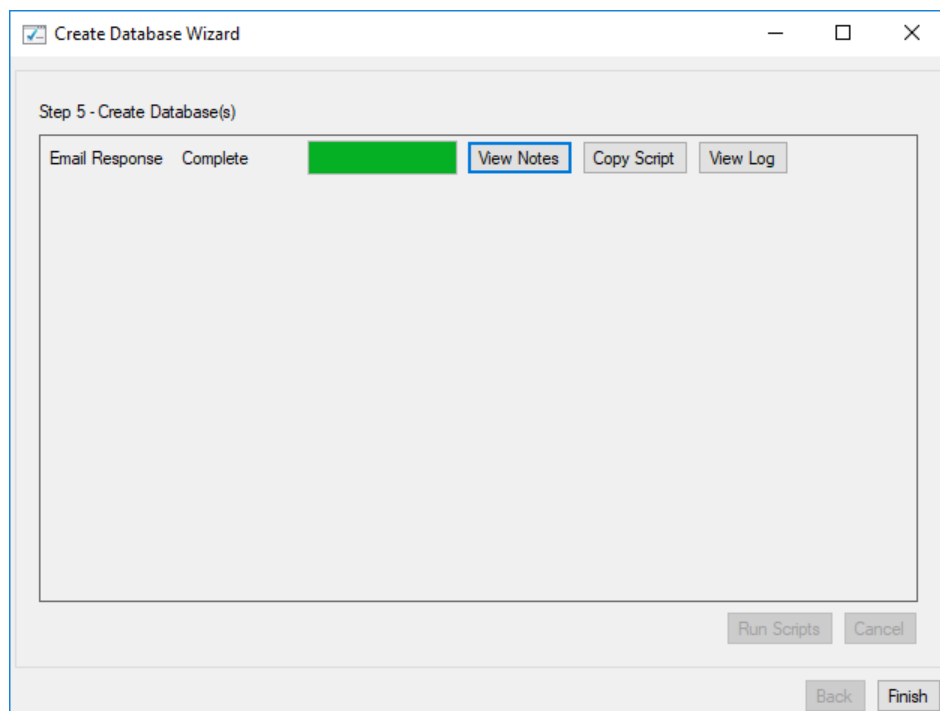
7. Click **Next** on the Review actions step.



8. Click **Run Scripts**.



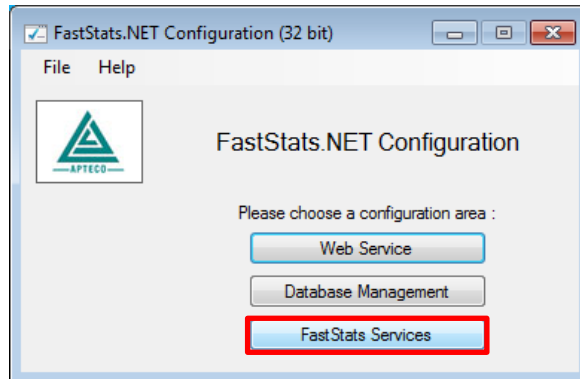
9. Click **Finish**.



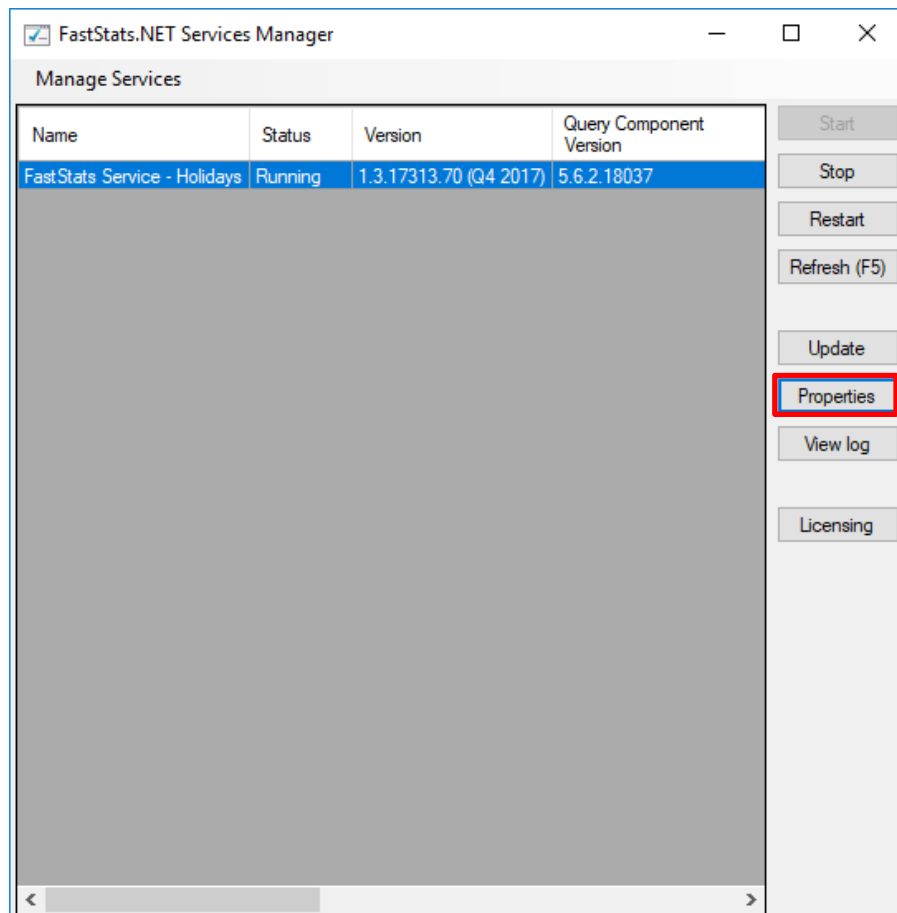
## 3.2 Linking the Response Database to the FastStats Service

You need link the response database to the FastStats service.

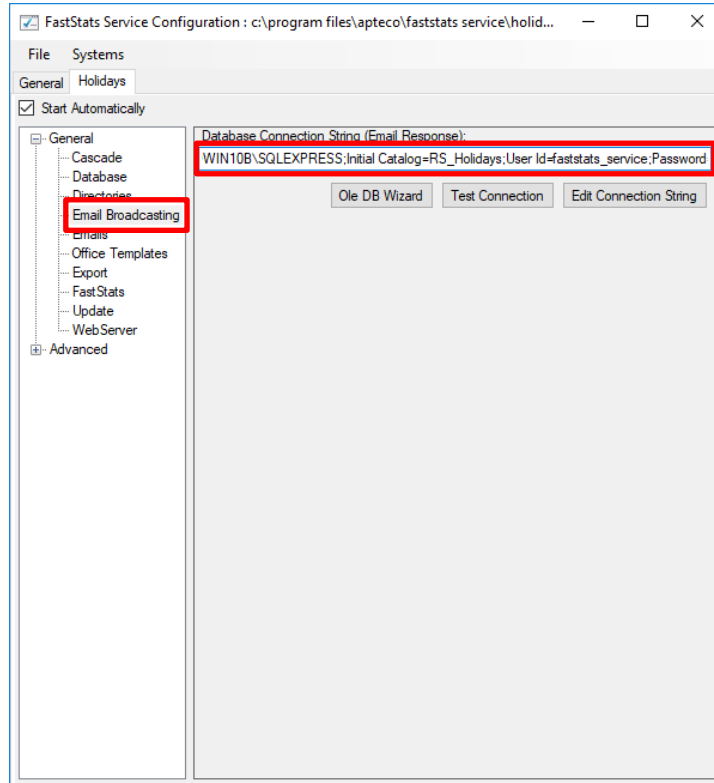
1. Open the **FastStats Configurator**
2. Select **FastStats Services**



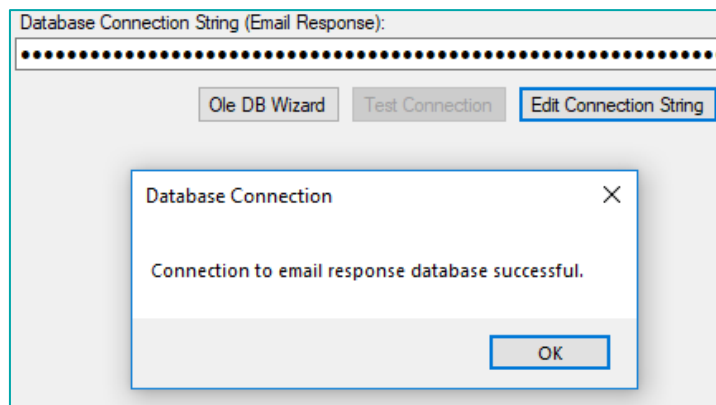
3. Select the **FastStats Service** for the system to link to the response database, click **Properties**



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

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**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.

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**General Considerations**

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

<https://Login.mailingwork.de>

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## 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.

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**Digital Integration.zip available from:**

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

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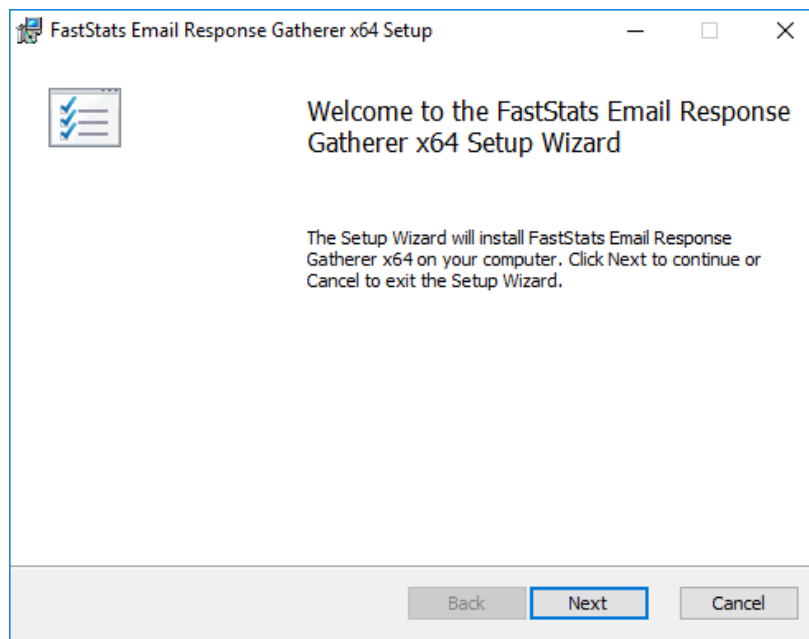
**Note:**

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

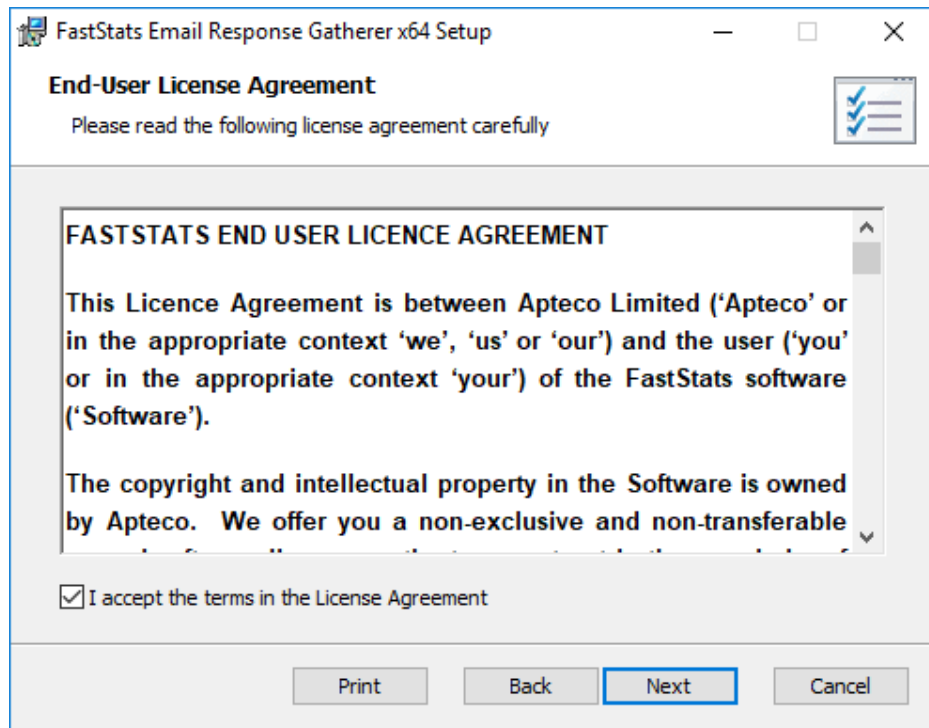
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Open the **EmailResponseGatherer64Setup.msi** from the DigitalIntegration\EmailResponseGatherer folder.

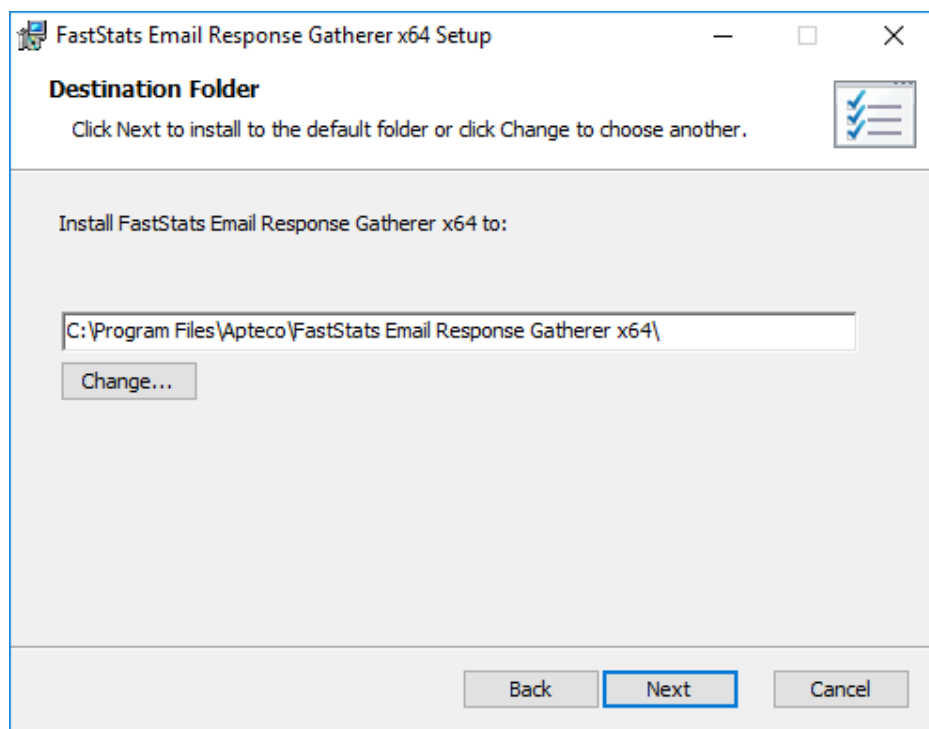
1. Click **Next**.



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**

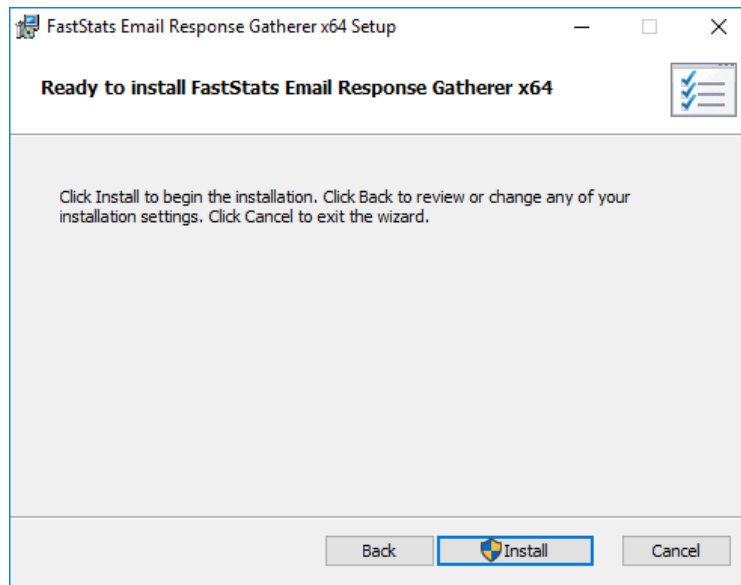


**Note:**

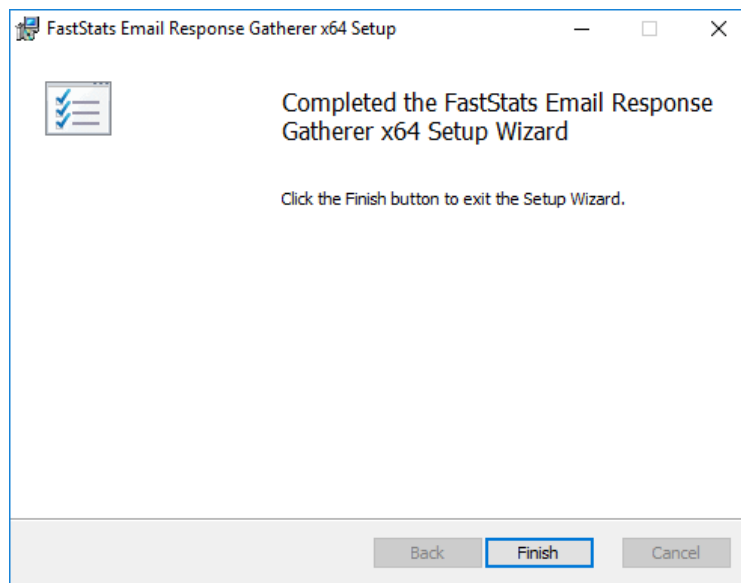
The default directory for this is **C:\Program Files\Apteco\FastStats Email Response Gatherer x64** but may be different, we recommended that you install this in your FastStats application files directory on the FastStats Application Server.



4. Click **Install** to start the installation



5. Once the installation has completed, click **Finish**



## 3.4 Creating the Response Gatherer Folders

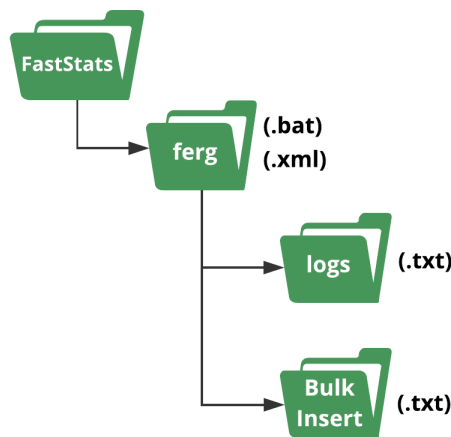
You will need to create folders to store the files to use with the Response Gatherer; these will include the following types of files.

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



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**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.

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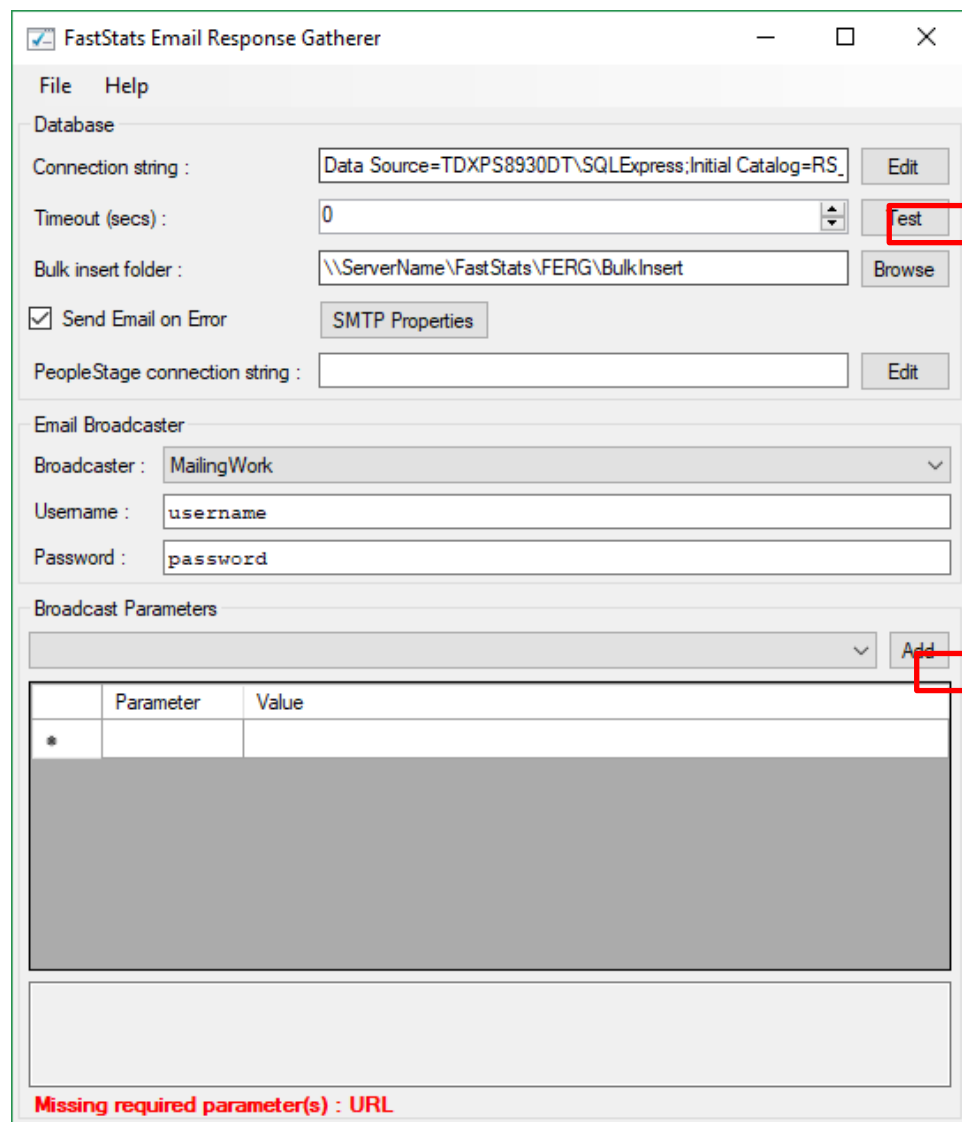
## 3.5 Creating the Configuration File

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



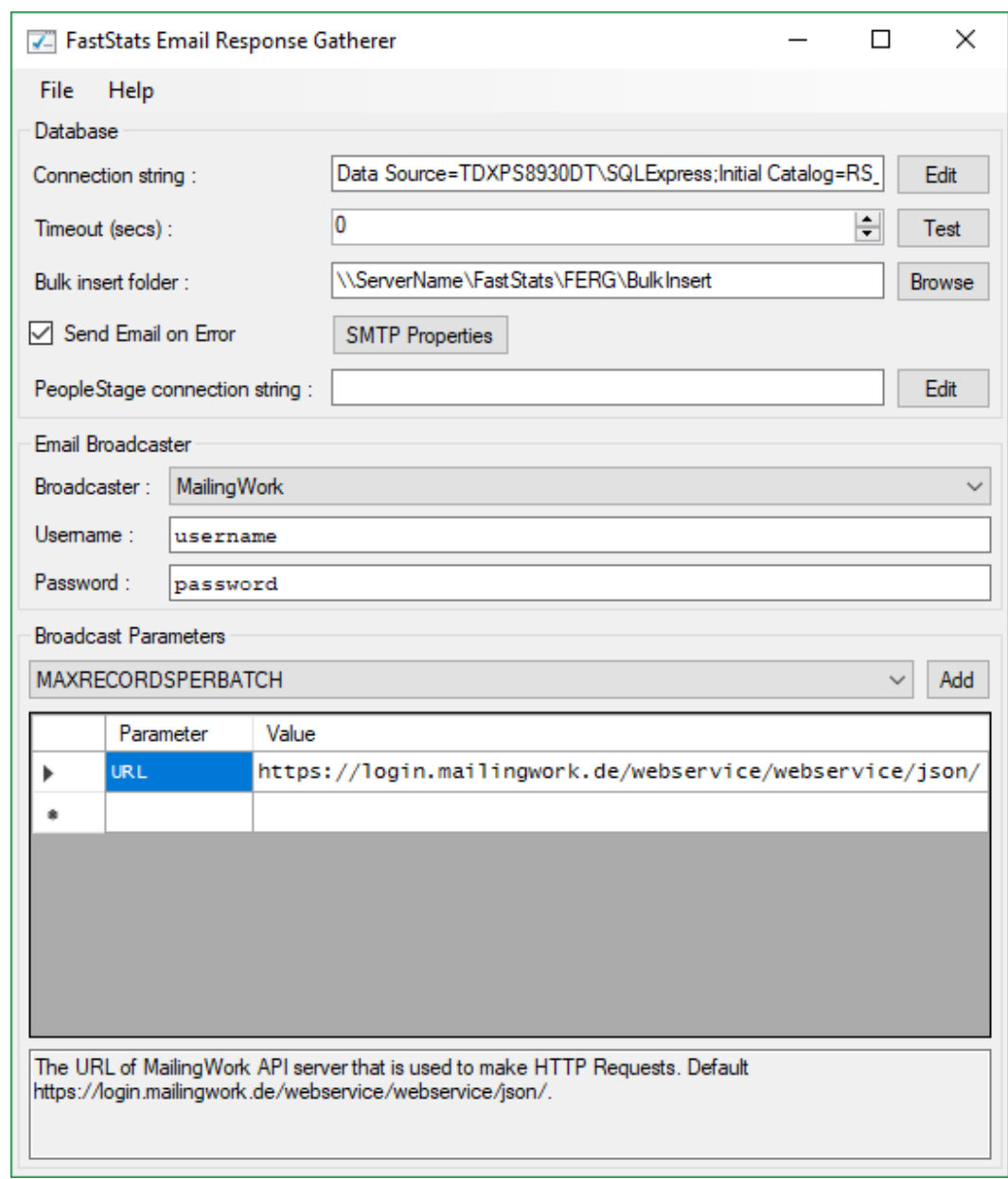
**Note:**

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 MailingWork

**Email Response Config dialogue with REQUIRED 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.

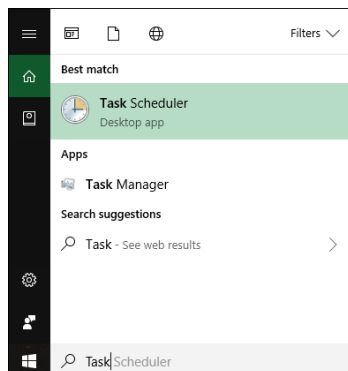
### Using Task Scheduler

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

1. Open Windows **Task Scheduler**

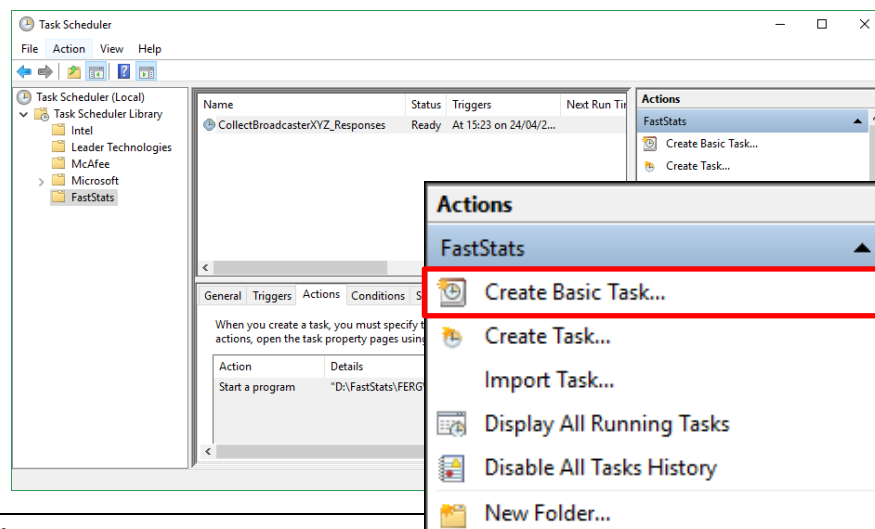
#### Tip

Search for **Task** in the Start Menu



The Windows Task Scheduler opens

2. Select **Create Basic Task**

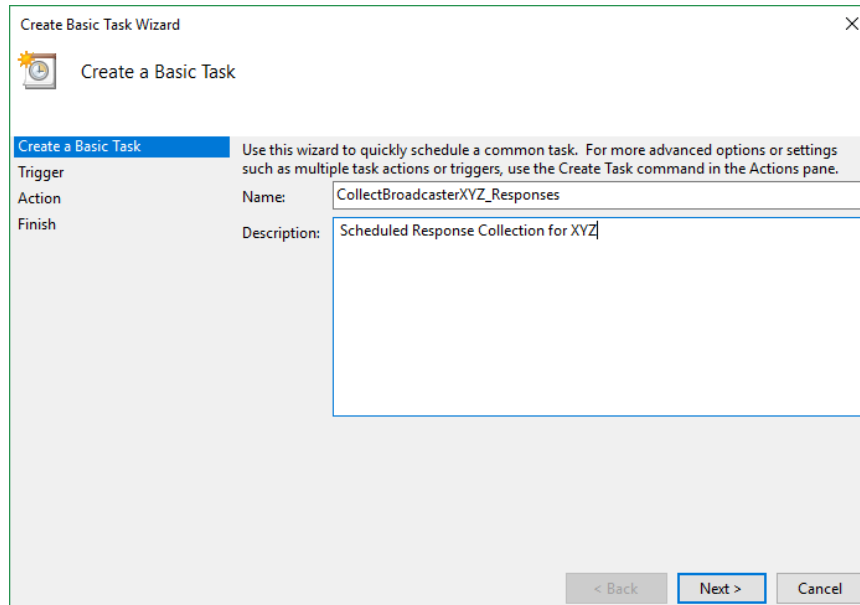


#### Tip:

You can create folders to organise your tasks

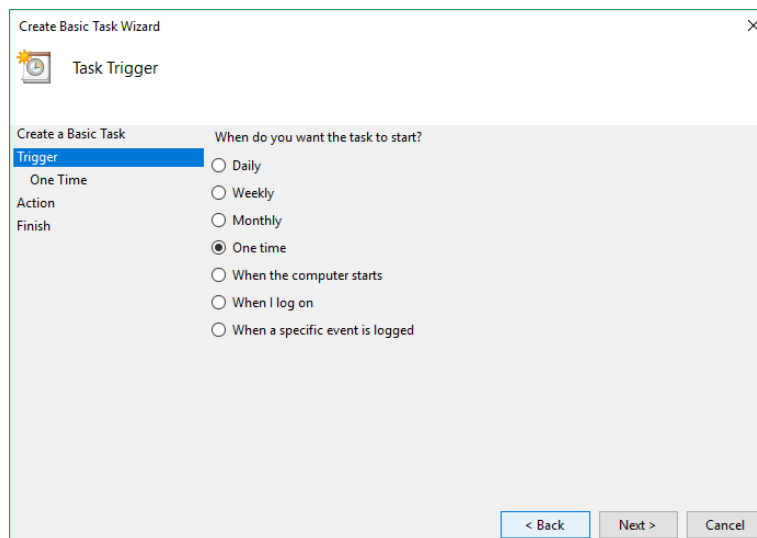
### 3. Create a Basic Task step

#### a. Give your task a Name and Description

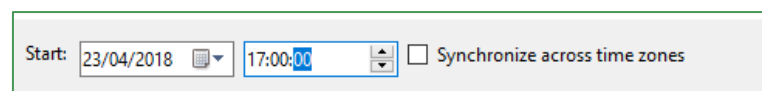


### 4. Task Trigger step

#### a. Select the Trigger interval

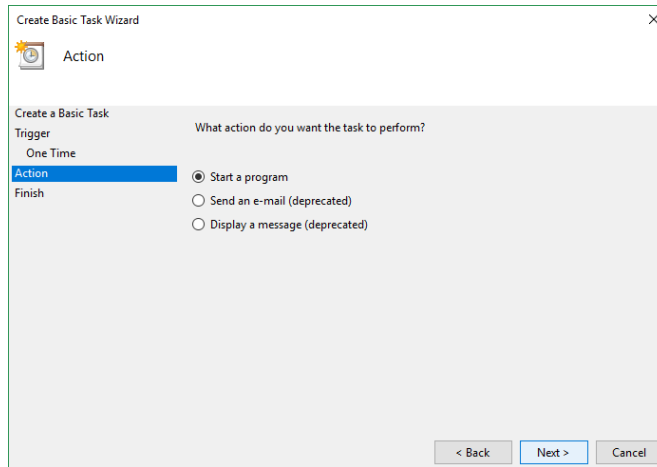


#### b. Enter the Start Date and Time or relevant sub-step details



5. **Action** step

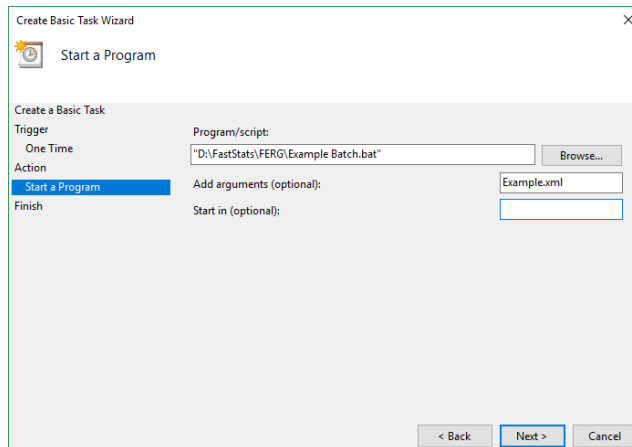
- a. Select **Start a program** and click **Next**



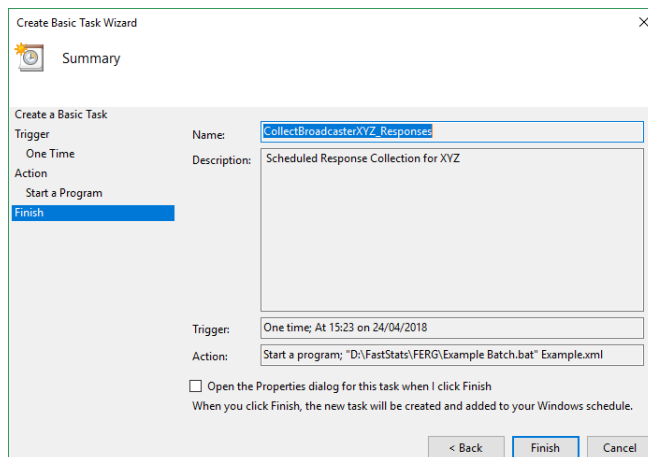
6. **Start a Program** Step

- 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:**

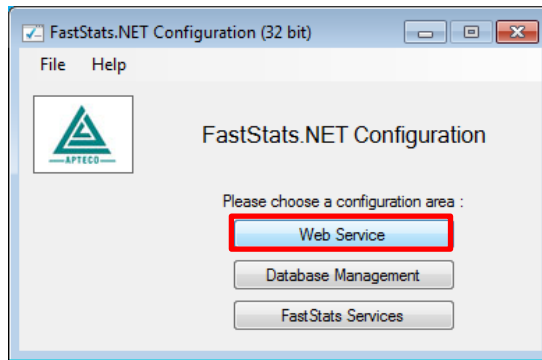
You must log in as an administrator to perform the following task.

The Email Broadcasting Wizard is required for FastStats use only.

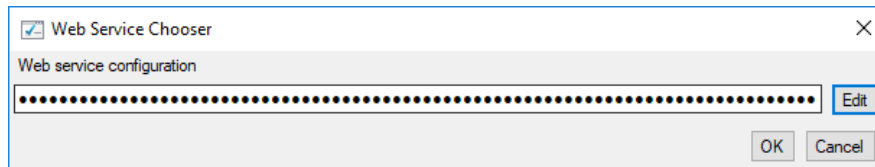
## 4.1 Enable Email Broadcasting

You must enable the Email Broadcasting wizard plugin.

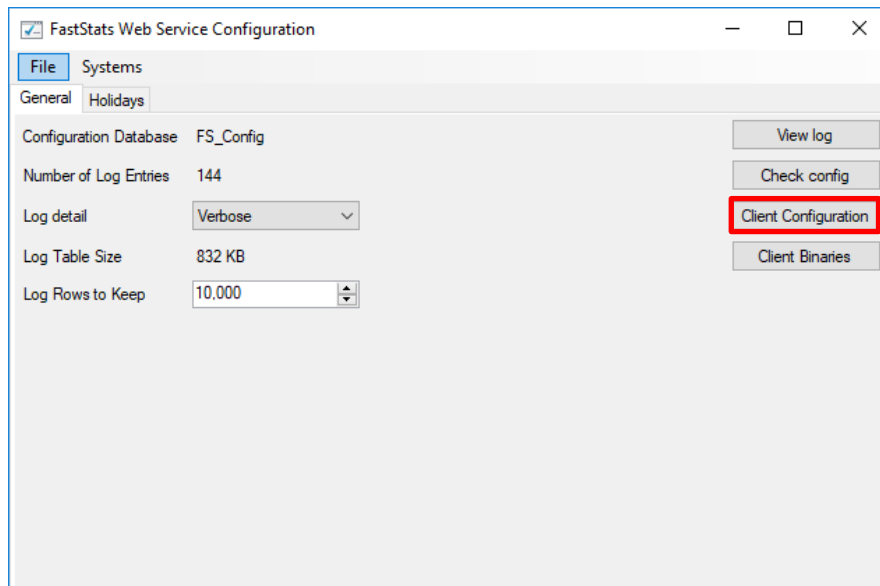
1. Open the **FastStats Configurator**
2. Select **Web Service**



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

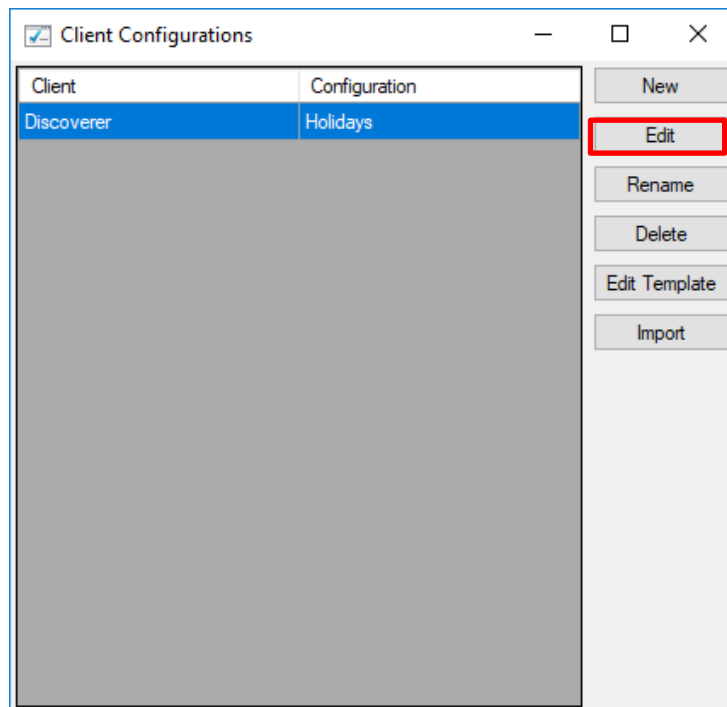


4. Click **Client Configuration**

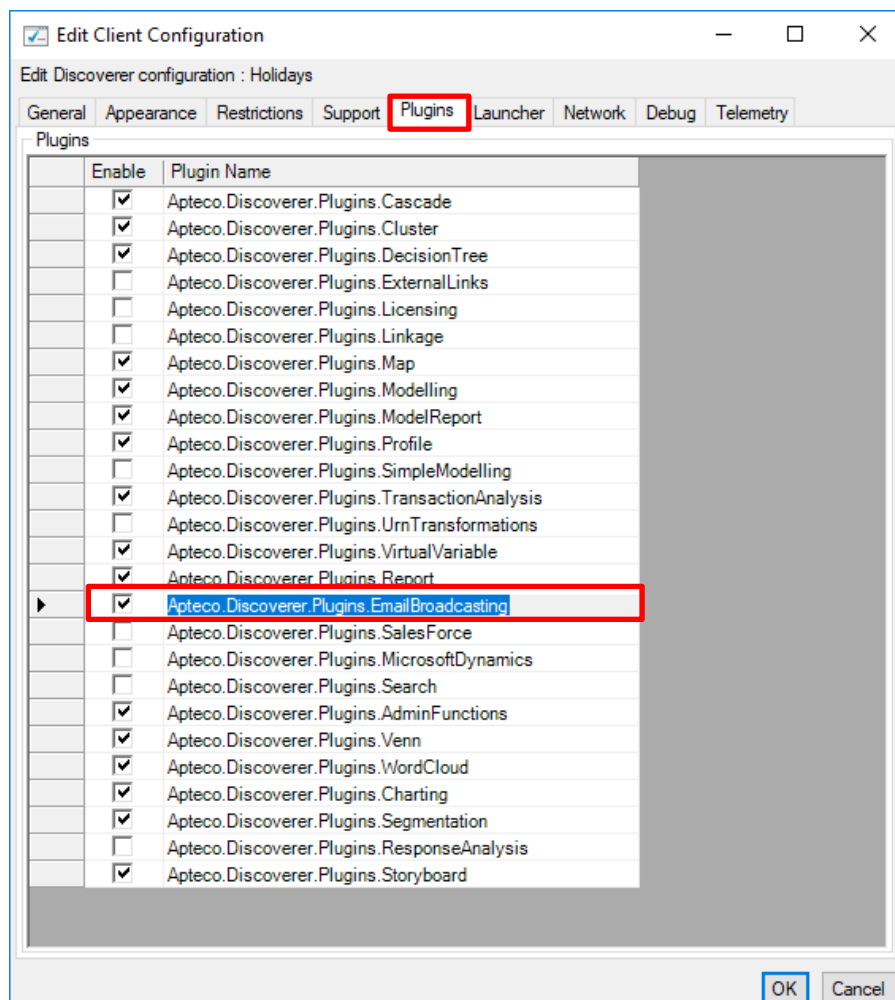




5. Select the Discoverer client associated with your system and click **Edit**

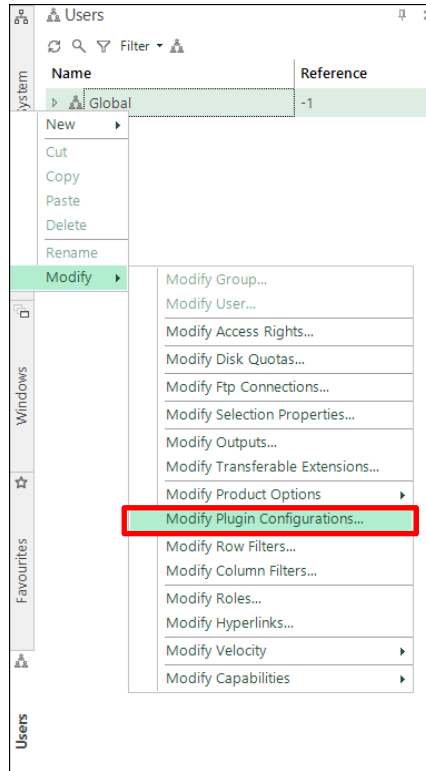


6. On the Plugins tab ensure the **Apteco.Discoverer.Plugins.EmailBroadcasting** check box is selected then click **OK**

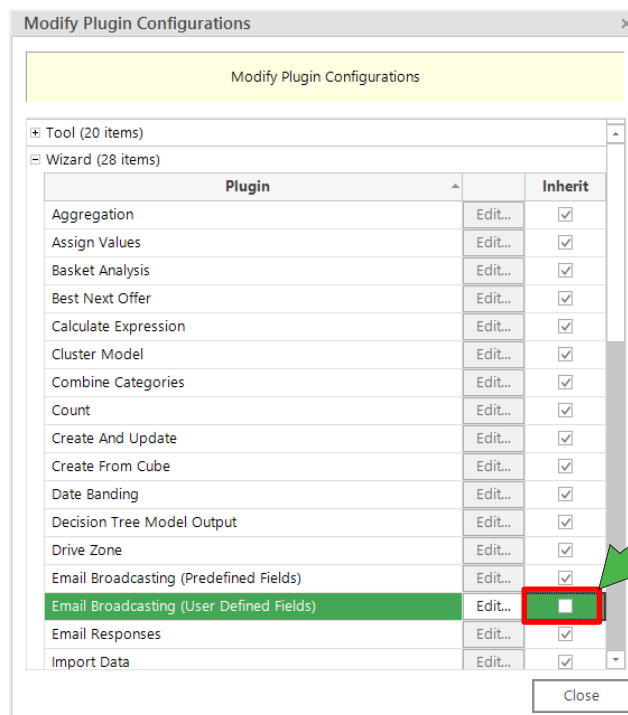


## 4.2 Configuration in FastStats

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 'Email Broadcasting' dialog box contains the following fields and controls:

- Name:   Visible In Toolbox
- Tooltip Text:
- Image Path:
- Group:  Order Within Group:
- Group Order:
- Templates: A table with a header 'Name' and an empty body.
- Buttons: 'Add...' (highlighted with a red box), 'OK', and 'Cancel'.

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

The 'Edit Template' dialog box contains the following fields and controls:

- Name:
- Resolve Table:
- Broadcaster:
- Known Parameters:
  - Api Base:
  - URL:
  - FTP Host:  \*
- Additional Parameters: A table with columns 'Key' and 'Value'.

Key	Value
*	
- Parameters:  Parse
- Buttons: 'OK' and 'Cancel'.

A green arrow points to the scroll bar on the right side of the 'Known Parameters' section.

**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 MailingWork account.

Table 3 – Edit Upload Template Known Parameters Settings

Parameter	Reqd.	Settings to use
Api Base		mailingwork.de
URL	Y	https://login.mailingwork.de/websevice/websevice/json/
FTP Host* (see whitelist note)	Y	sftp://username:pwd@domain.com/MailingWork/{FILENAME}
FTP Folder		
FTP Protocol		sftp
FTP Port		22
FTP Username *	Y	username* (blank by default)
FTP Password *	Y	password* (blank by default)
Private Key Path		
Output Comparison		Sync_global
Use Dated List		Selected (default)
Dated List Format	Y	yyyyMMdd-HHmms
From Email	Y	
From Name	Y	
Urn Field Name		Urn
Maximum Wait Time	Y	7200
Upload Empty Lists		Selected (default)
Encoding	Y	UTF8 (default)

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**Note:**

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

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**Note:**

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

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**IMPORTANT:**

MailingWork Whitelist – You must ensure the FTP site is added to MailingWork’s whitelist for FastStats.

PeopleStage will work without this additional configuration.

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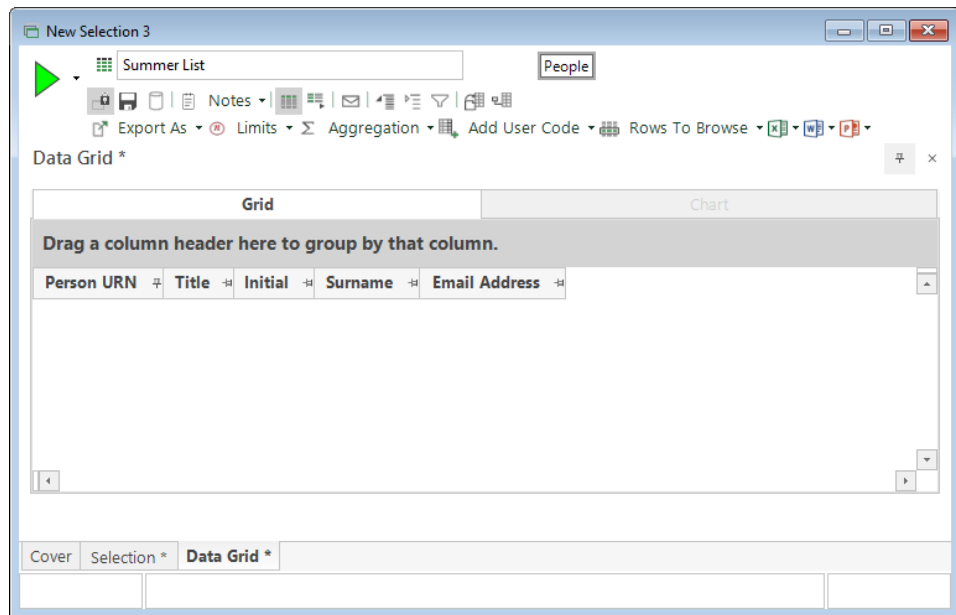
## 4.3 Checking your configuration

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.

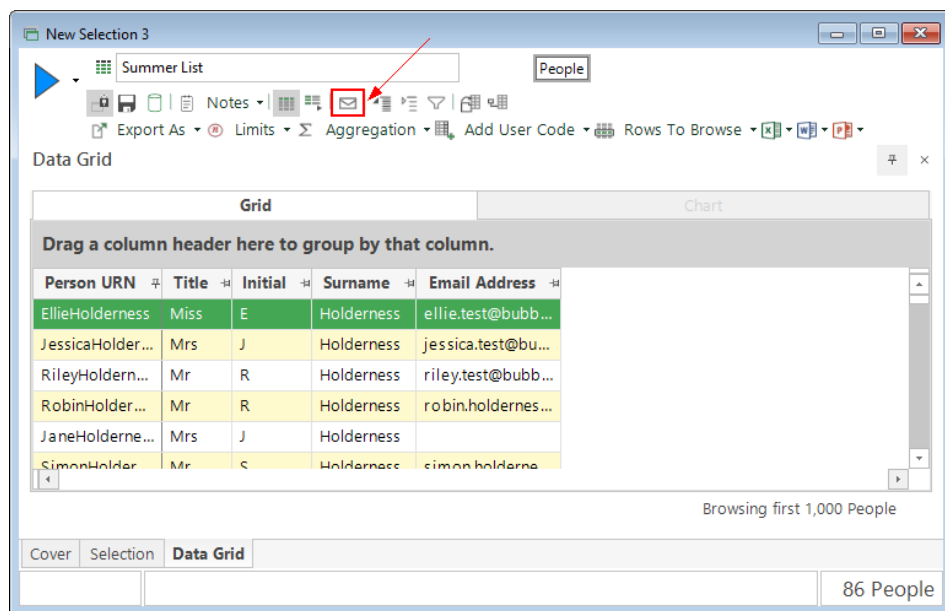
**Note:**

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

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



2. Click the **Email Broadcasting** icon

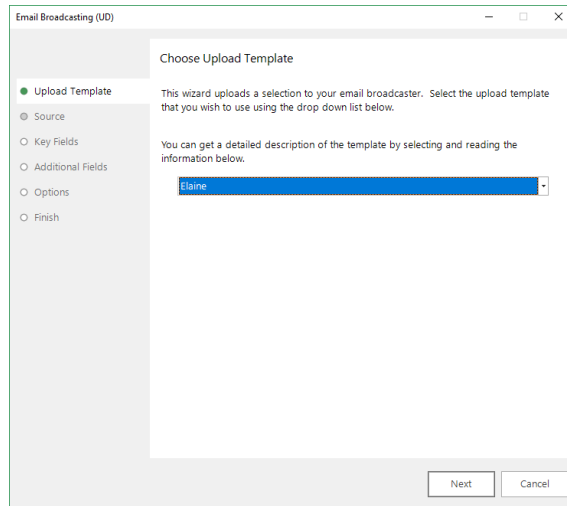


The **Email Broadcasting Wizard** opens

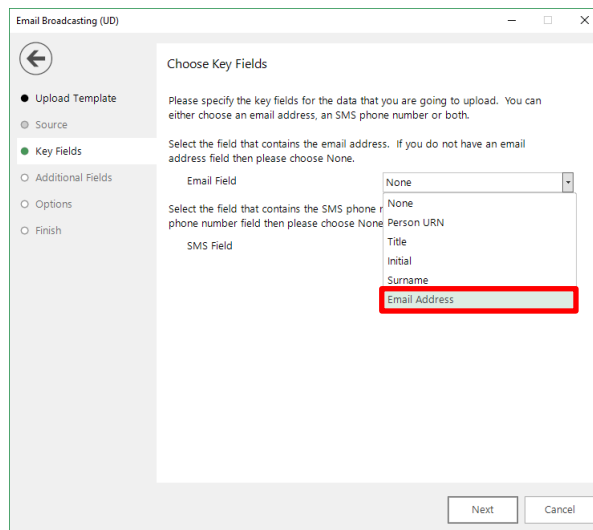
3. Choose the **MailingWork** template from the drop-down list and click **Next**

**Note:**

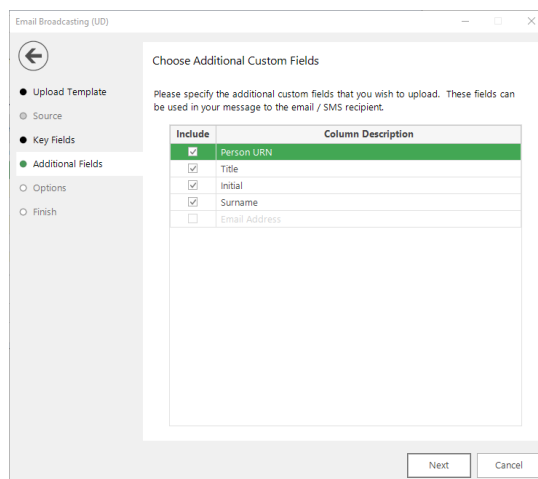
The wizard will omit this step if you have only one Upload Template



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**

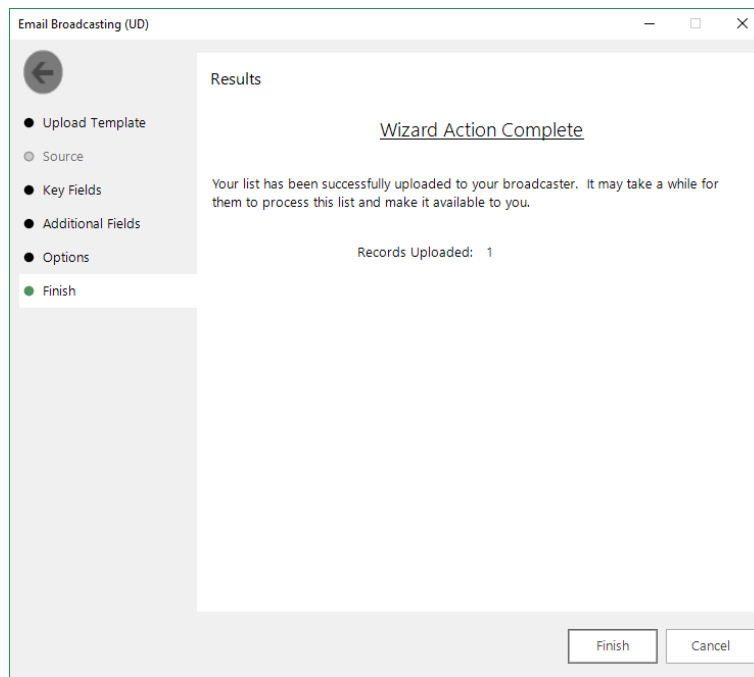
Table 4 – EmailResponseGatherer.exe.config Settings

Option	Settings to use
<b>Username</b>	The username for your MailingWork account
<b>Password</b>	The password for your MailingWork account
<b>List Name</b> 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
<b>Message Name</b>	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
<b>A copy of the list will be saved to the directory below</b>	Browse to the location where you wish to save a copy of the list
<b>Email Address</b>	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

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



---

**Note:**

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

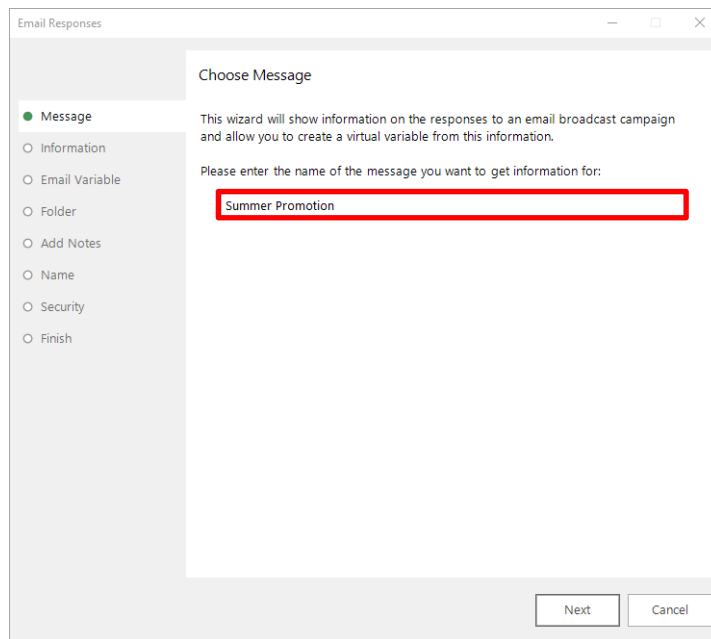
---



## 4.4 Email Responses Wizard

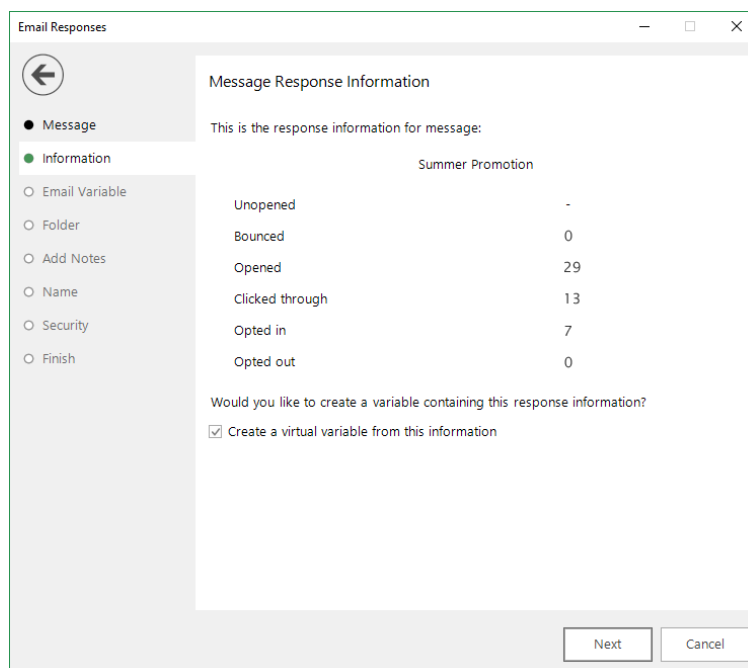
When your emails have been sent out you can start analysing the responses from your target audience.

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



The screenshot shows the 'Email Responses' wizard window. The title bar reads 'Email Responses'. On the left is a sidebar with a list of steps: Message (selected with a green dot), Information, Email Variable, Folder, Add Notes, Name, Security, and Finish. The main area is titled 'Choose Message'. It contains the following text: 'This wizard will show information on the responses to an email broadcast campaign and allow you to create a virtual variable from this information.' Below this is the instruction 'Please enter the name of the message you want to get information for:'. A text input field contains 'Summer Promotion' and is highlighted with a red rectangular border. At the bottom right of the main area are two buttons: 'Next' and 'Cancel'.

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



The screenshot shows the 'Email Responses' wizard window at the 'Message Response Information' step. The title bar reads 'Email Responses'. The sidebar on the left now has 'Message' selected with a black dot and 'Information' selected with a green dot. The main area is titled 'Message Response Information'. It contains the text: 'This is the response information for message: Summer Promotion'. Below this is a table showing response statistics:

Unopened	-
Bounced	0
Opened	29
Clicked through	13
Opted in	7
Opted out	0

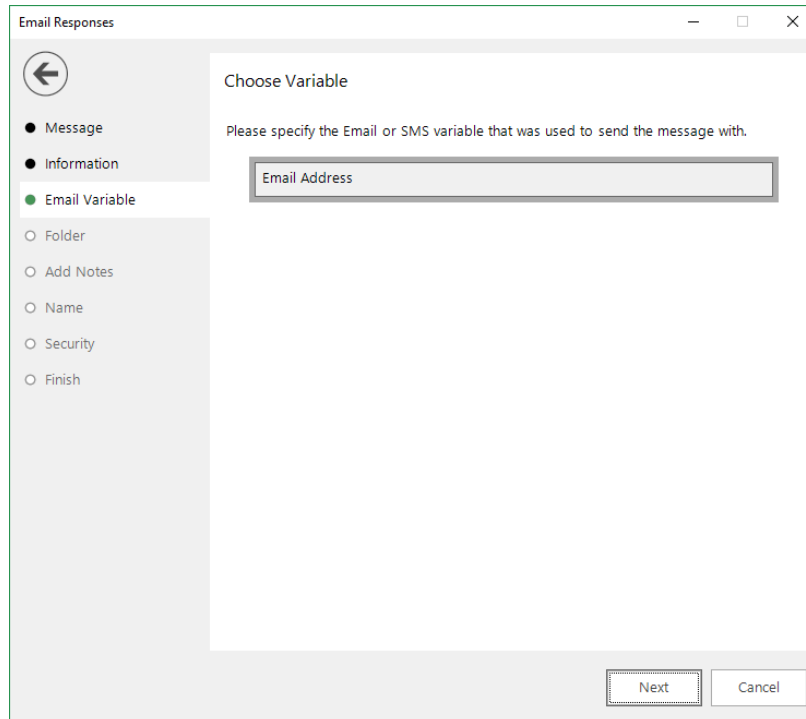
Below the table is the question: 'Would you like to create a variable containing this response information?'. There is a checked checkbox next to the option 'Create a virtual variable from this information'. At the bottom right of the main area are two buttons: 'Next' and 'Cancel'.

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

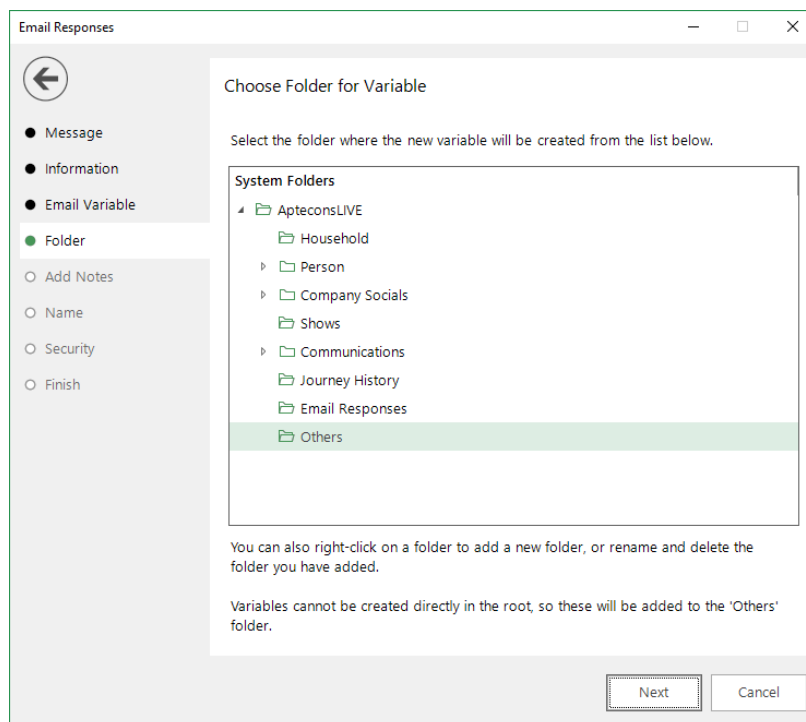
Choose Variable

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

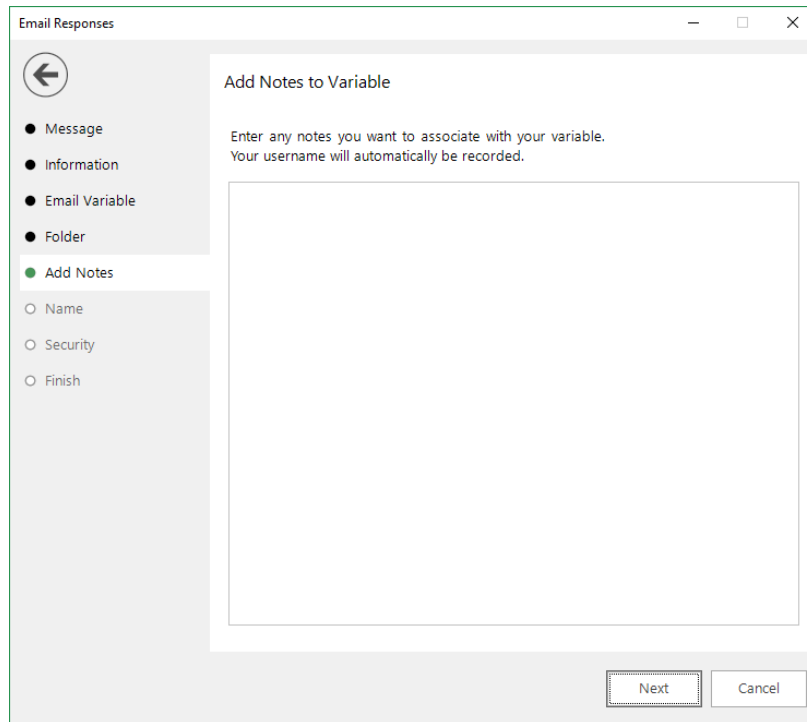
Drop your variable here



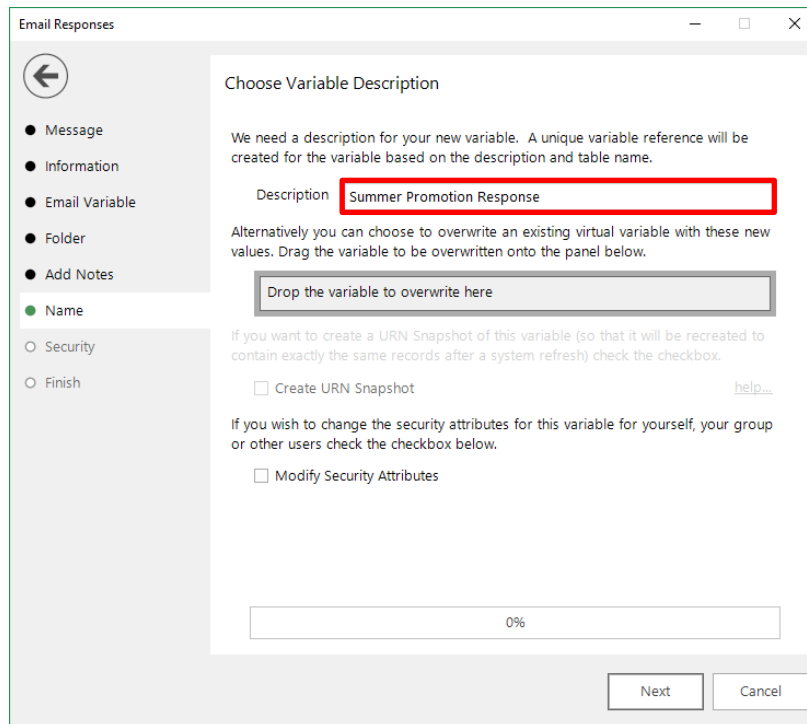
5. Locate the folder where you wish to store the virtual variable and click **Next**



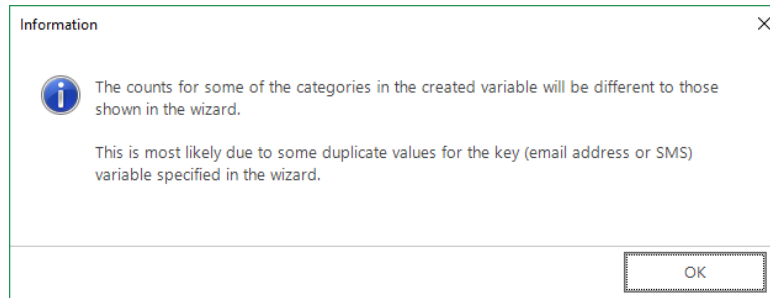
6. Enter any notes that will be stored along with the virtual variable and click **Next**



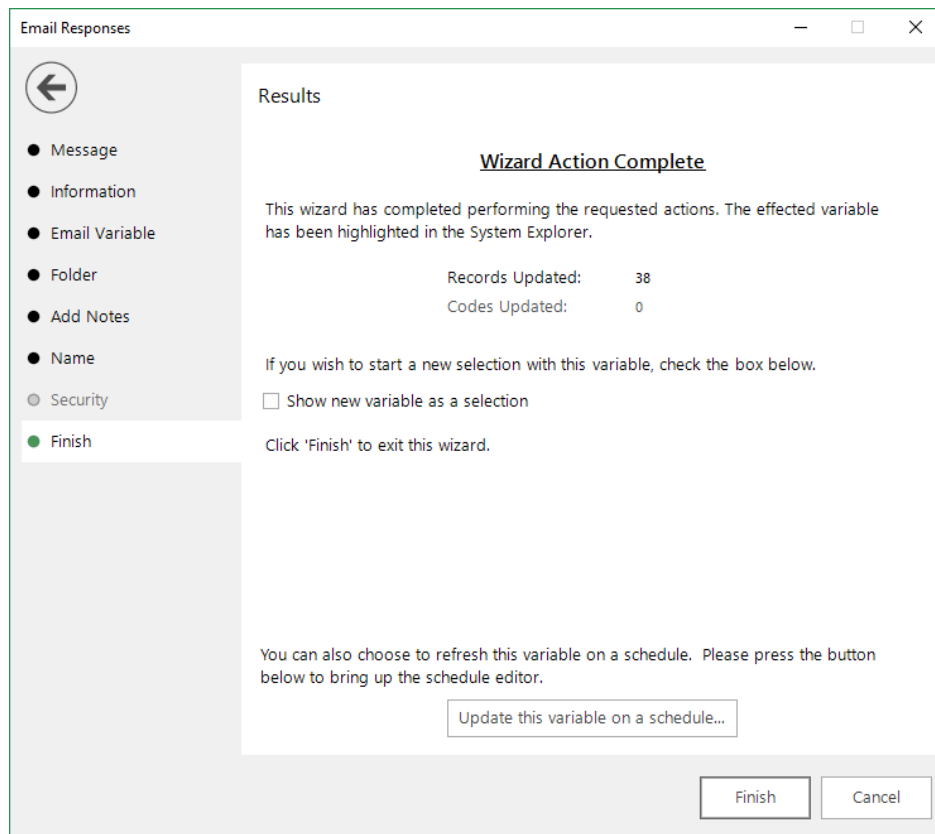
7. Enter a Description for the virtual variable or drag an existing virtual variable onto the drop box if you wish to overwrite it. Modify the Security Attributes if applicable and then click **Next**



8. Click **OK**



9. Click **Finish**

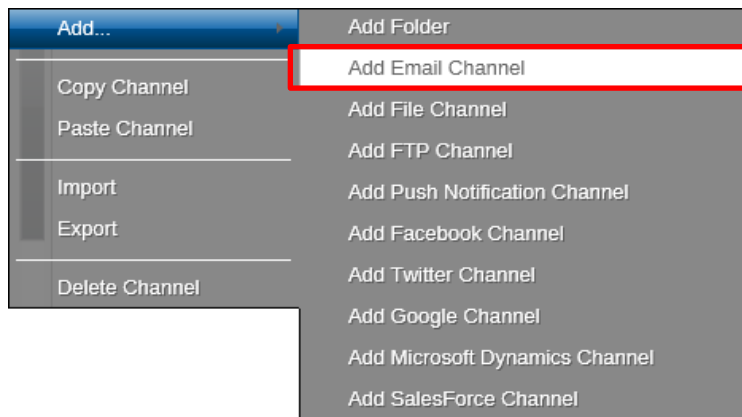


# 5 PeopleStage Broadcasting & Responses

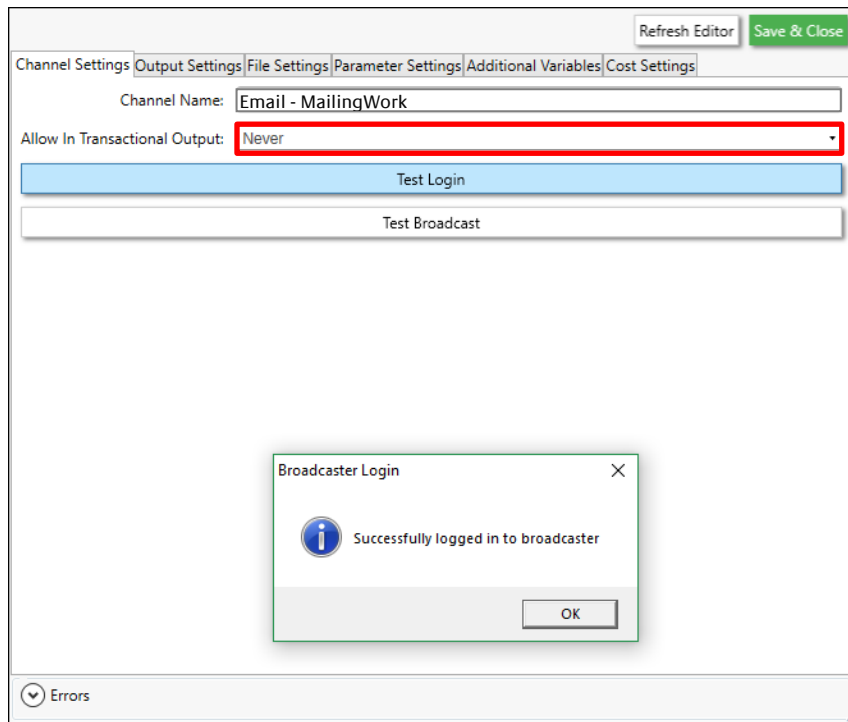
## 5.1 Defining the Broadcast Channel in PeopleStage

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

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 MailingWork

Table 5 –PeopleStage Output Settings

Field	Settings
Broadcaster	Select <b>MailingWork</b> from the drop-down
Username	Enter your <b>API username</b>
Password	Enter your <b>API password</b>
Variable Name	Select <b>Email Address</b> from the drop-down
Variable Description Override	Enter the description, for example, “Email Address” <b>Note:</b> This must correspond to the e-mail field within MailingWork
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. <b>Note:</b> 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 Email for MailingWork.
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

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

- 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 MailingWork or contact your Partner or Apteco

Parameter Name	Parameter Value
FTP Host	ftp.apteco.com
FTP Username	username
FTP Password	password
From Email	tony.dzumaga@apteco.com
From Name	Tony Dzumaga
Api Base	mailingwork.de
Encoding	UTF8
Urn Field Name	Urn
FTP Folder	MailingWork
Use Dated List	false

FTPHost=ftp.apteco.com;FTPUsername=username;FTPPassword=password;FromEmail=tony.dzumaga@apteco.com;FromNa

Errors

Table 6 –PeopleStage Parameter Settings

Field	Settings
	*These will be specific to your account
FTP Host	This will be your FTP site
FTP Username	Enter your <b>FTP username*</b>
FTP Password	Enter your <b>FTP password*</b>
From Email	Enter a from email address
From Name	Enter a from name
Encoding	UTF8
FTP Folder	The FTP folder on your FTP site
Use Dated List	false

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



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	-
<input type="checkbox"/>	Select a Variable		-	-	-

- ▶ Household
- ▶ Person
- ▶ Company Socials
- ▶ Shows
- ▶ Communications
- ▶ Journey History
- ▶ Email Responses
- ▶ Others

Add Additional Variables Directly

Additional Variables Location:

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	-
<input type="button" value="Click here to add new item"/>					

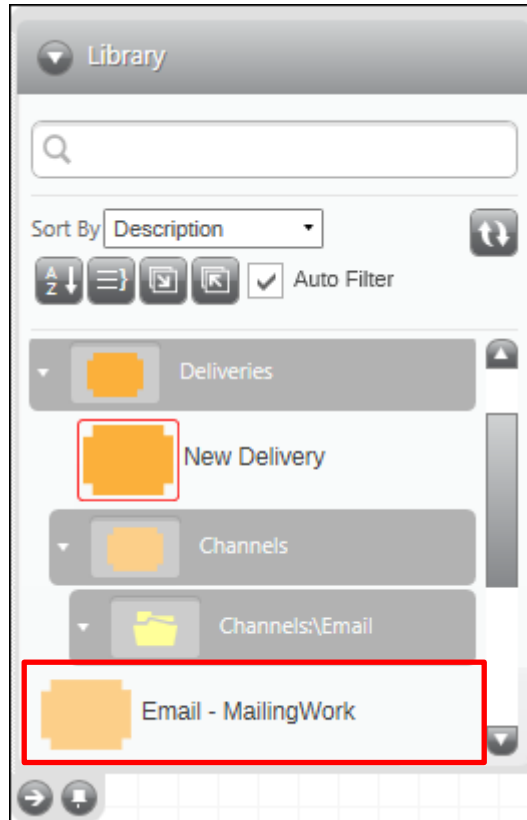
Add Additional Variables Directly

Additional Variables Location:

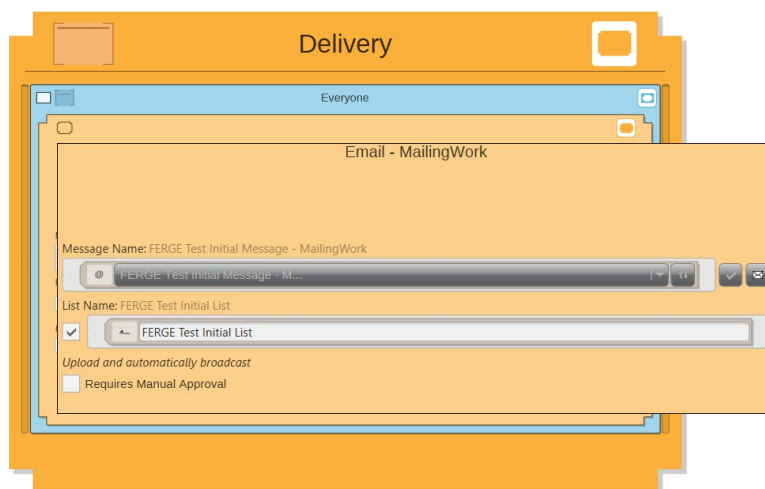
## 5.2 Broadcasting in PeopleStage

You can now test your channel at any Delivery Stage

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



2. You can select from the available messages in MailingWork 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 MailingWork **List Name**

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

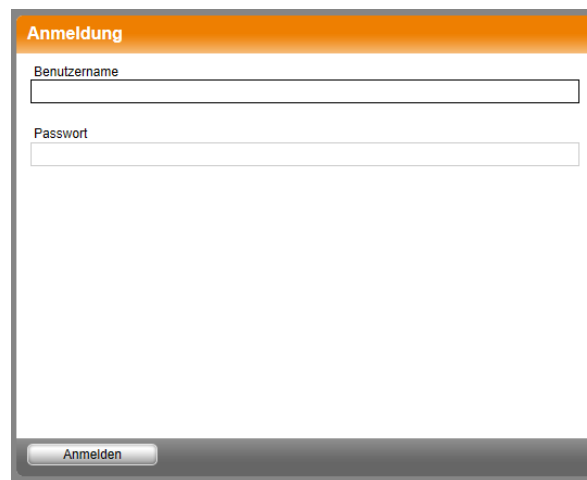


# Appendix A: MailingWork Configuration

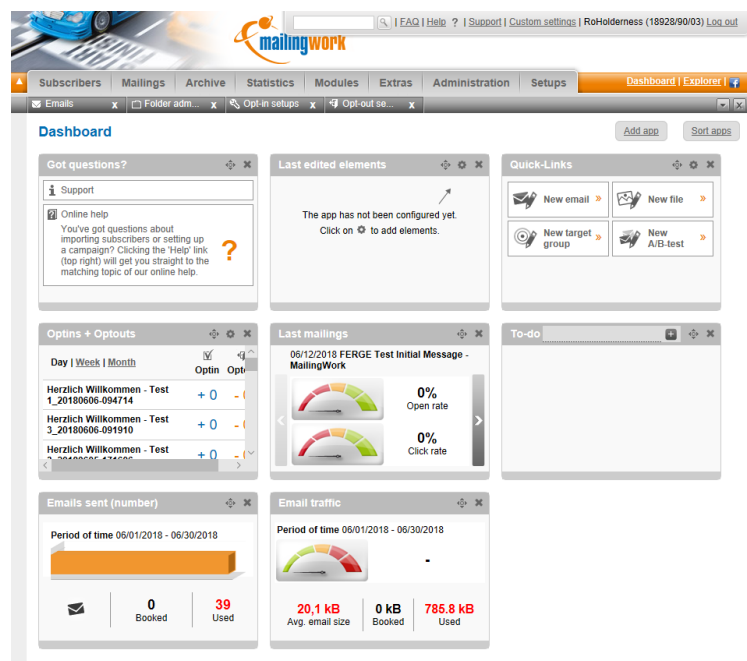
MailingWork from XXXXX works on the principle of having a database of subscribers, which you can segment into lists. FastStats or PeopleStage will upload a list of subscribers and insert them into the MailingWork database.

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

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



The MailingWork Dashboard opens



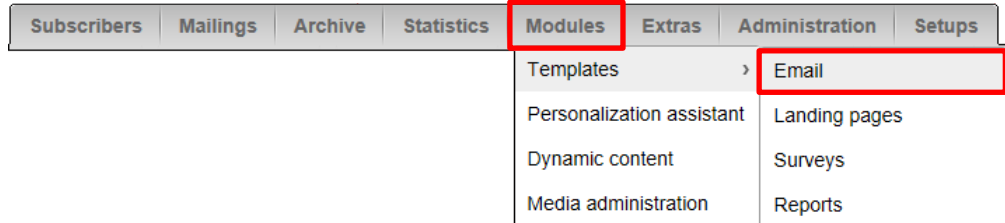
**Note:**

This section is not intended to give detailed help on the areas that need to be setup in MailingWork, your setup will likely be different, please contact MailingWork support or the MailingWork help for additional information.

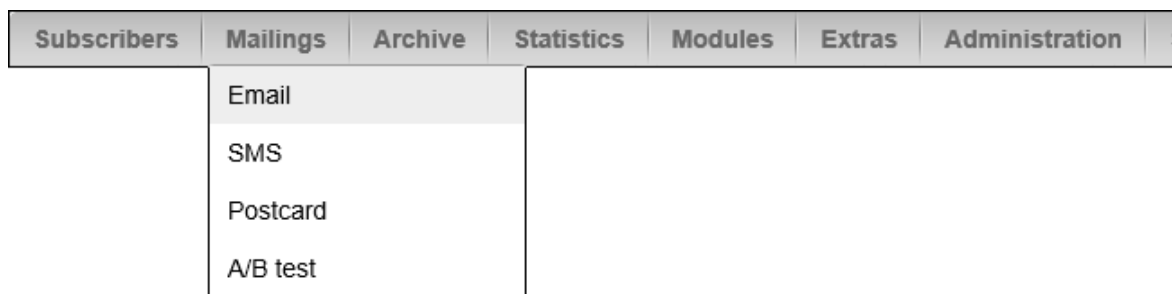
## Creating a new Message in MailingWork

You can either create a new email from a template or create a new template

From: **Modules** go to *Templates > Email*



From: **Mailings** go to *Email*



For example to create a new template, Select to Create a new template or use the copy icon on an existing template

The **Email Settings & Content** dialogue opens

1. Enter a **Name** for the message and complete the rest of the settings as appropriate:
  - Dynamic content can be used e.g. “Welcome to Summer [First \_Name/],

### Email template FERGE Test Initial Message

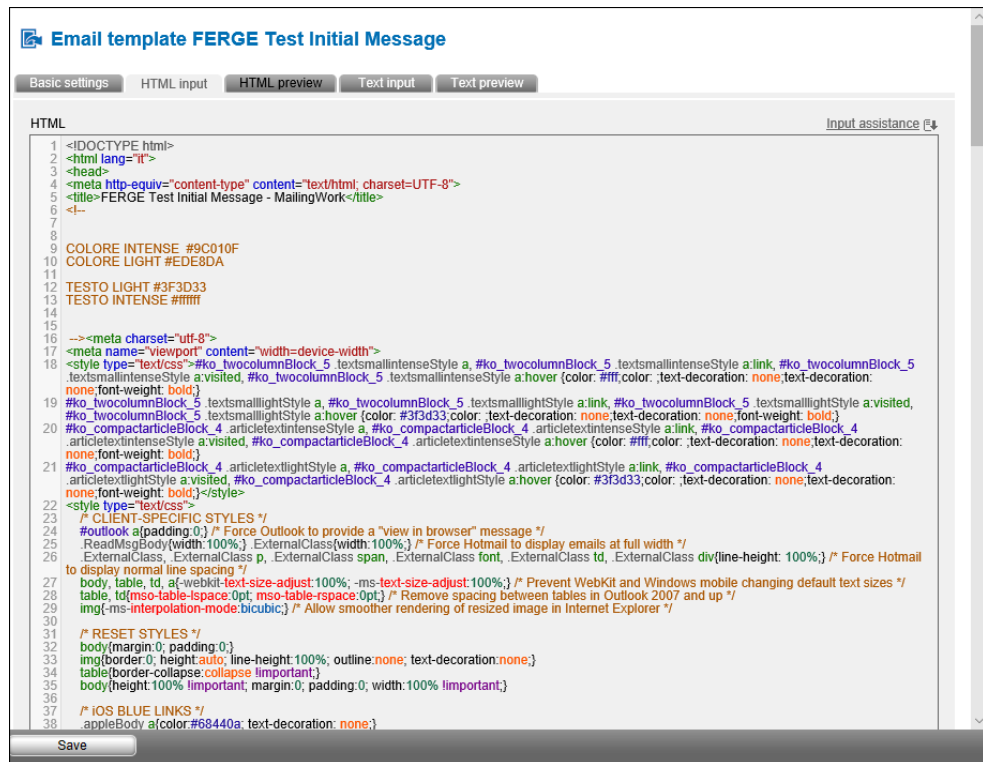
The screenshot shows a dialog box titled 'Email template FERGE Test Initial Message'. It has tabs for 'Basic settings', 'HTML input', 'HTML preview', 'Text input', and 'Text preview'. The 'Basic settings' tab is active. It contains a 'Name' field with the value 'FERGE Test Initial Message' and a 'Global alias' field which is empty. Below the 'Global alias' field is a note: 'The global alias helps you to identify this element in other accounts.' At the bottom, there is a 'Preview image for template selection, size 128 x 128 px' label, an empty input field, and a 'Browse...' button.

### Note:

You need to configure Subscriber Lists to use as the FastStats List Name

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

2. To further Add/Edit HTML or text content use the **HTML input** tab



3. Once complete, click **Save**

**Note:**

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

## Appendix B: API Parameters

Table 9 – Email Response Gatherer Parameters

Parameter	Req.	Default/System Specific*	Description
URL	Y	https://login.mailingwork.de/webservice/webservice/json/	The URL of MailingWork API server that is used to make HTTP Requests.
DATEOFFSET	N	0	Value in hours to offset any date values received. This allows you to write responses in your current time zone.

### The following data is inserted into the FastStats Email Response Table

Parameter	Req.	Response Table field	MailingWork extract file column
EMAILCOLUMNNAME	N	Email	Email address
URNCOLUMNNAME	N	Urn	FastStats Urn. Only available if it has been previously uploaded from FastStats
RESPONSESTARTDATE			A specific date and time from when you wish to retrieve responses from*
RESPONSEENDDATE			A specific date and time to when you wish to retrieve responses to
RESPONSEPERIOD		7D	If RESPONSESTARTDATE or RESPONSEENDDATE are not used, this can be used to specify a period in days (D) or months (M) from the current date
MESSAGESTARTDATE			A specific date and time from when you wish to retrieve message names for the lookup*
MESSAGEENDDATE			A specific date and time to when you wish to retrieve message names for the lookup*
MESSAGEPERIOD		1M	If MESSAGESTARTDATE or MESSAGEENDDATE are not used, this can be used to specify a period in days (D) or months (M) from the current date to retrieve message names for the lookup.
DATEFORMAT	N	dd.MM.yyyy HH:mm	*Date format used e.g. dd.MM.yyyy HH:mm
MaxRecordsPerBatch	N	1000	Entering a numeric value will split the bulk insert of responses up into smaller batches. If this parameter is not set, all responses will be bulk inserted in one go
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			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.

Continued

Parameter	Req.	Default	Description
ConstantFields			Pipe delimited field of key value constants, separated by # e.g. Key1#Value1   Key2#Value2.
ExecutionTag			When using Smart Execution, this can be used to identify separate accounts when using the same broadcaster.
ExecutionBuffer		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.

**Note:**

\*These settings are specific to each MailingWork account.

Table 10 – Email Broadcasting Parameters

Parameter	Required Y/N	Default	Description
API Base			mailingwork.de
URL	Y		https://login.mailingwork.de/webservice/webservice/json/
FTP Host	Y		Your FTP site
FTP Folder			Your FTP folder if used
FTPProtocol		sftp	The type of ftp protocol you will be using to upload your list.
FTP Port			
FTPUsername	Y		The username for the login to the ftp site specified in FTPURL.
FTPPassword	Y		The password for the login to the ftp site specified in FTP HOST
Private Key Path	N		If secure ftp is used above and requires a private key, this should refer to the path and filename of that key
Output Comparison	N		Sync_global
Use Dated List		selected	This will create a new list with each broadcast
DatedListFormat	Y	yyyMMdd-HHmss	The date format string for the date and time stamp if created
From Email	Y		Upload and broadcast contact list folder
To Email	Y		
Urn Field Name			Urn
Max Wait Time	Y	7200	
Upload Empty Lists		selected	
Encoding	Y	UTF8	Enter the encoding of the incoming file



## Appendix C: Example Batch File

### Example batch file to use with FERG and scheduling

```
@echo off

REM *****
REM File Name: MailingWorkBatchFile.bat
REM Date: 30/01/2018
REM ToDo:
REM Define the drive and folders to output the log files
REM Set FERG to define the location of the EmailResponseGatherer64.exe
REM Set LOGFILE to the folder where the event logs are stored
REM Set LOGFILEDETAILS to the folder where detail logs are stored
REM Define the XML configuration file to use
REM *****

D:
cd D:\FastStats\FERG
cls
SET FERG="%ProgramFiles%\Apteco\FastStats Email Response Gatherer x64\EmailResponseGatherer64.exe"
SET LOGFILE="Logs\ MailingWork.txt"
SET LOGFILEDETAILS="Logs\ MailingWork _Details.txt"
echo. >> %LOGFILE%
echo. >> %LOGFILEDETAILS%
echo %date% %time% - Starting FastStats SilverPop Response Download >> %LOGFILE%
echo %date% %time% - Starting FastStats SilverPop Response Download >> %LOGFILEDETAILS%
echo. >> %LOGFILE%
>> %LOGFILEDETAILS%
echo.
%FERG% SilverPop.xml >> %LOGFILEDETAILS%

IF ERRORLEVEL 9003 goto FailedException
IF ERRORLEVEL 9002 goto FailedLogout
IF ERRORLEVEL 9001 goto FailedDownload
IF ERRORLEVEL 9000 goto FailedLogin
```

**:OK**

`echo %date% %time% - FastStats Gathered MailingWork Responses OK >> %LOGFILE%`

`goto Complete`

**:FailedLogin**

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

`goto Complete`

**:FailedDownload**

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

`goto Complete`

**:FailedLogout**

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

`goto Complete`

**:FailedException**

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

`goto Complete`

**:Complete**

`echo %date% %time% - Completed FastStats MailingWork Response Download >> %LOGFILE%`

End of example text

---

To see how to use the batch file see section 3.4 [Scheduling the Response Gatherer](#)

---

## Appendix D: Troubleshooting

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

### Errors relating to configuring and using FERG

---

These errors can occur due to missing files

**Description:** Error received when running FERG using a batch file

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

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

```
%FERG% MailingWork.xml >> %LOGFILEDETAILS%
```

In the location:

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

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

For customer service and technical support visit:

[www.apteco.com/support](http://www.apteco.com/support)

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

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