Apteco

Technical Guide

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

SailThru Integration Guide
D065T3X002– 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 August 2019

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1 Introduction

This integration guide details the processes required to integrate the Apteco Marketing Suite with the SailThru 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 into your FastStats system for further analysis.

PeopleStage

Automate data uploads for unattended and scheduled marketing broadcasts, PeopleStage allows you to define and implement marketing process flow diagrams that 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 SailThru. Use of the Apteco Marketing Suite in combination with SailThru software through this integration does not affect the intellectual property rights indemnity provided in the Apteco Marketing Suite “End User Licence Agreement”.

1.1 Summary of SailThru functionality

Technology

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

Supported Integrations

SailThru supports all the above integration options.

Type of Integration – User Defined

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

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

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

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

- Make a note of your Message and List names that you create in SailThru
- Make a note of the parameter name/s in curly brackets used for personalisation in the message.

  for example {Forename} etc. (You must set the upload template settings to use matching settings, if your FastStats system variable names do not match you can use the Override column in the PeopleStage Additional Variables tab)

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

  Note: 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

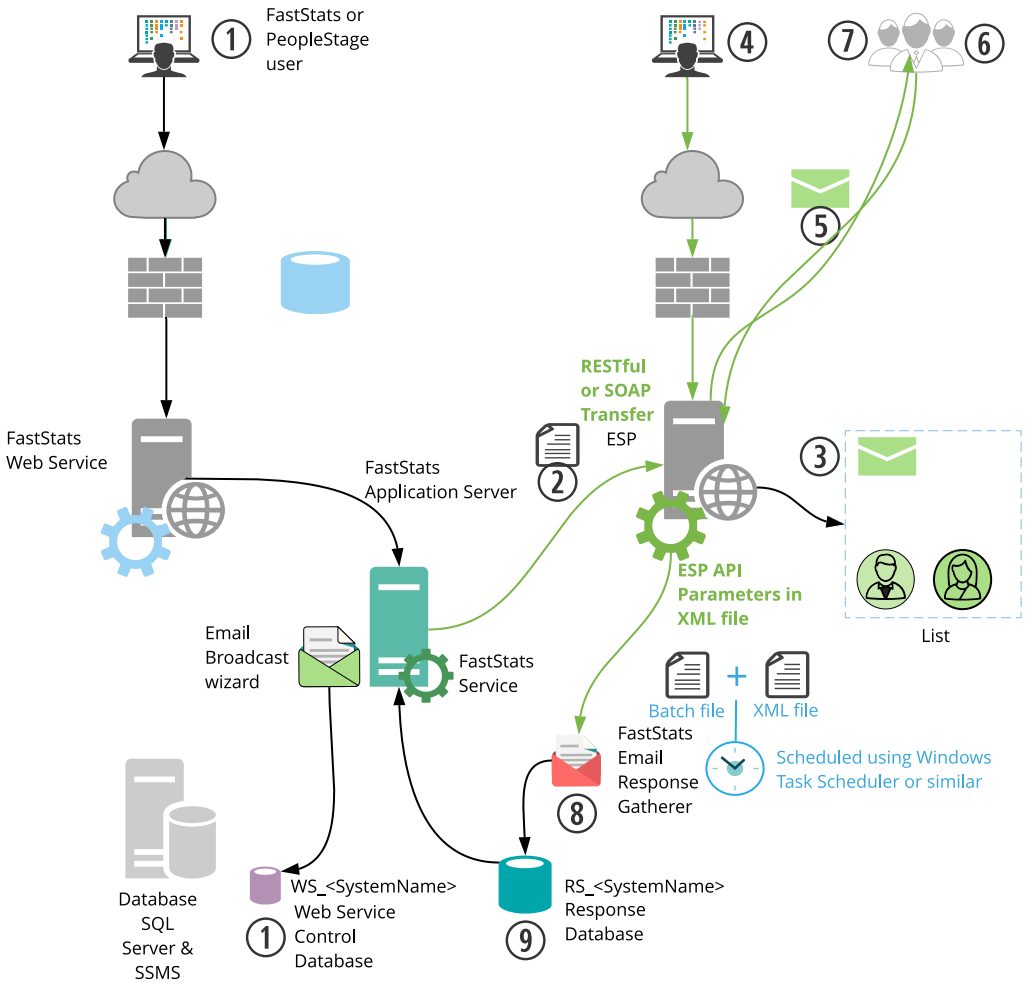
The SailThru **API Key** and **Secret** can be obtained from SailThru

2 Process Summary

2.1 Architecture

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

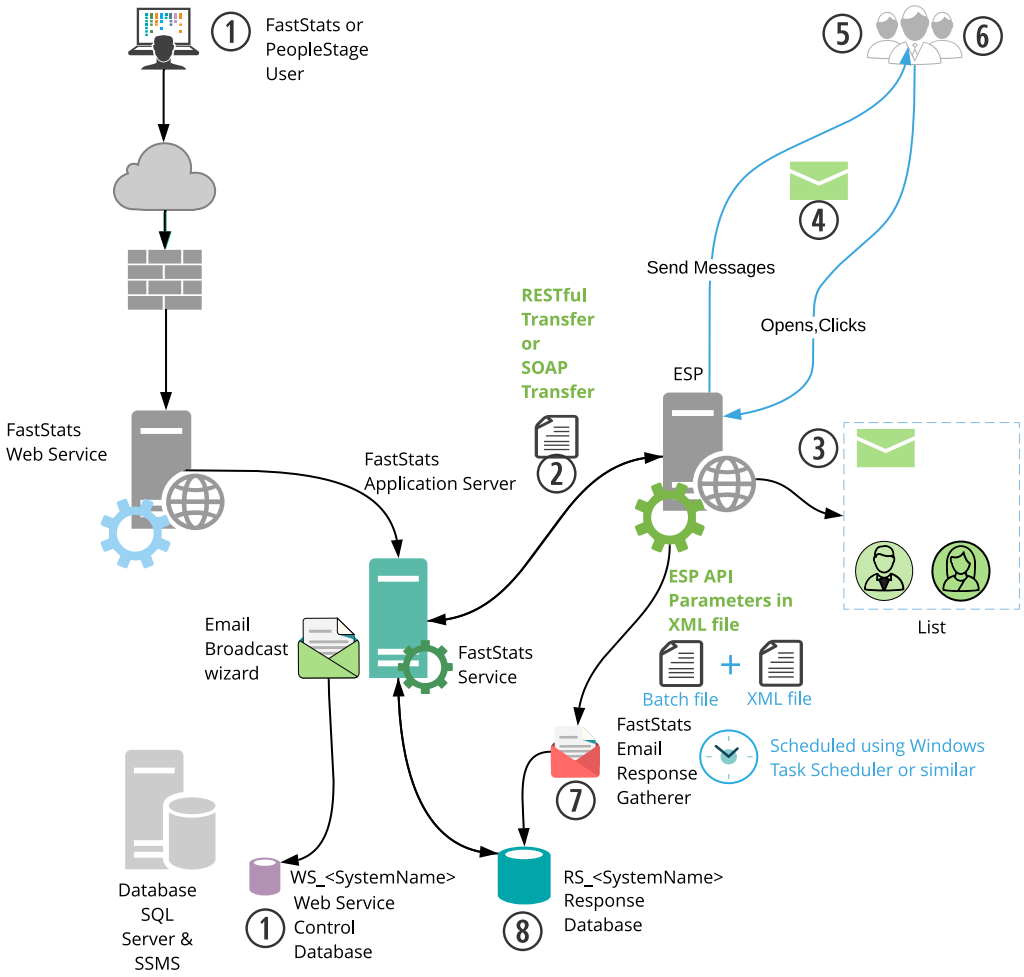
Schematic showing campaign scheduling performed in SailThru.



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 SailThru SFTP site and then uses RESTful communication to monitor the upload.
3. SailThru then imports the contents of this list to its subscribers and associates them with a list name ready for use in any email campaigns.
4. A campaign can then be scheduled using the SailThru web interface.
5. SailThru sends Messages to all recipients on the list.
6. SailThru records any undelivered messages.

7. SailThru 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 SailThru 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 SailThru.

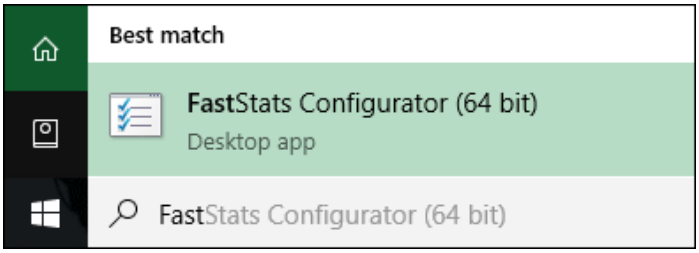
3 Apteco System Configuration

3.1 Creating the Response Database

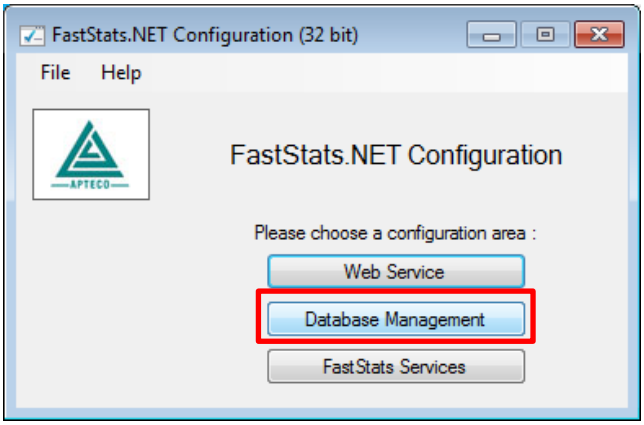
You will need to create a response database to receive your responses from the ESP.

1. Open the FastStats Configurator.

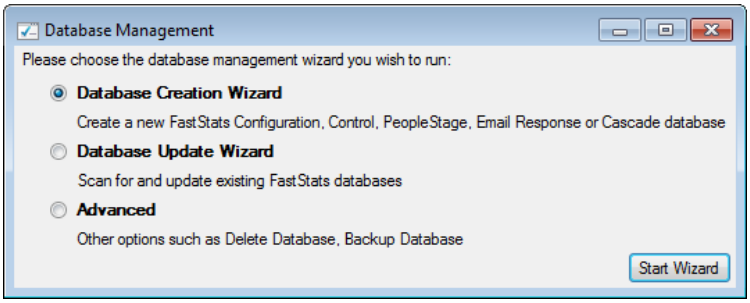
Tip:
Search for Fast in the Start Menu



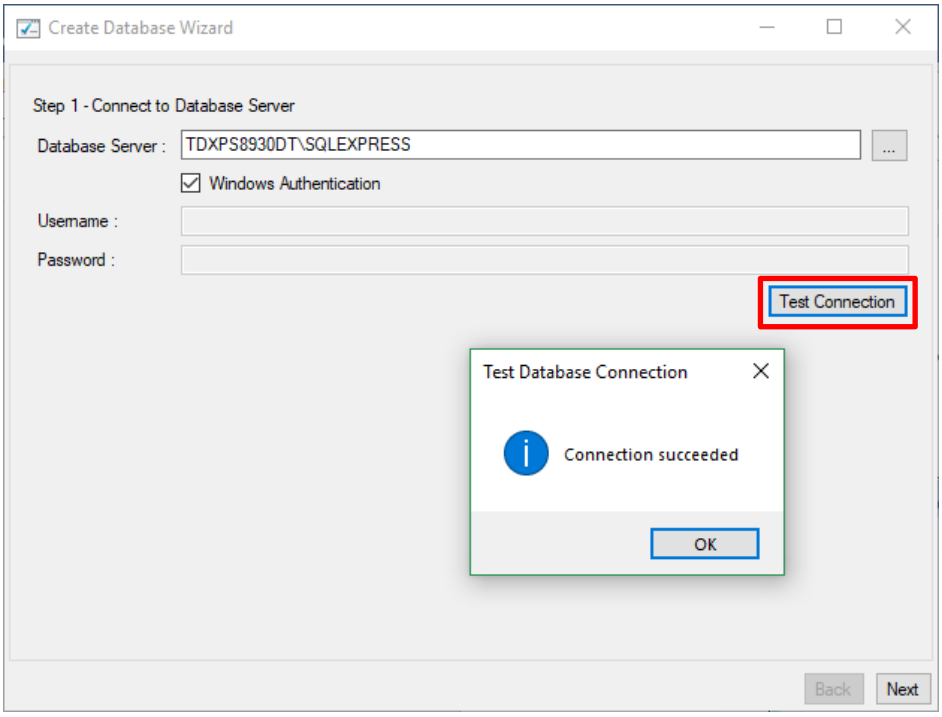
2. Select **Database Management.**



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

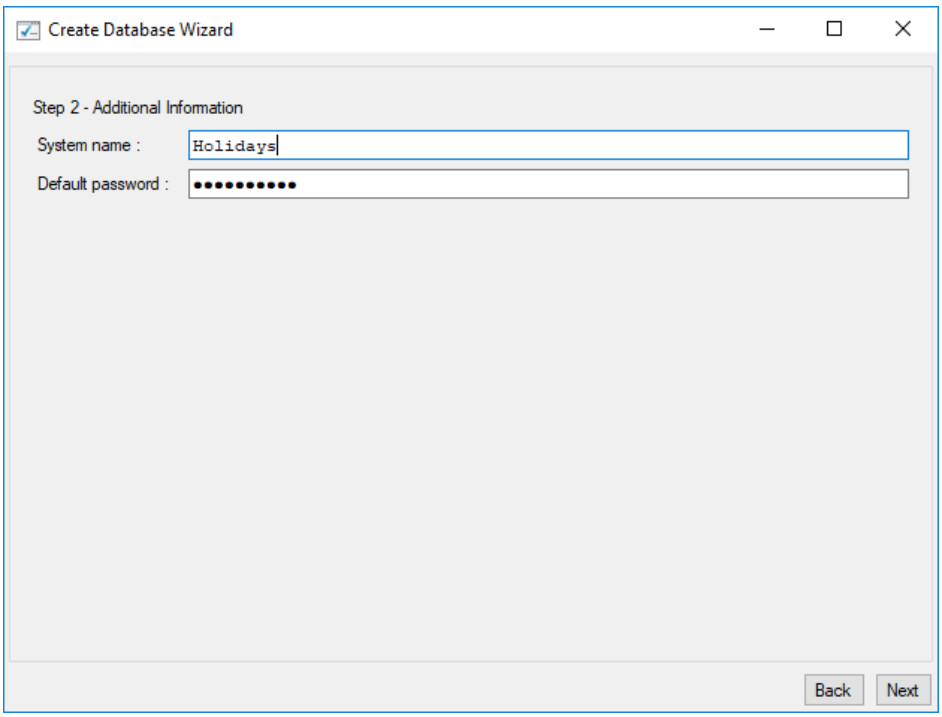


4. Enter the name of the **Database Server** where you wish to store the response database, click **Test Connection**

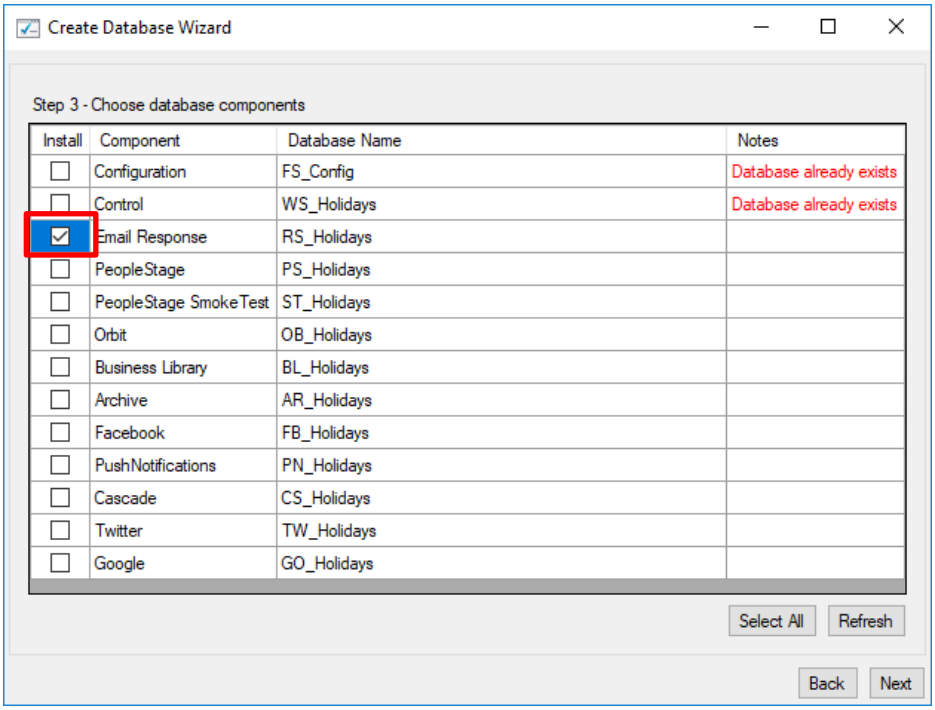


Note:
The Database Server name can be found by launching SSMS and finding the SQL Instance for your FastStats system, for example TDWIN10B\SQLExpress.

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



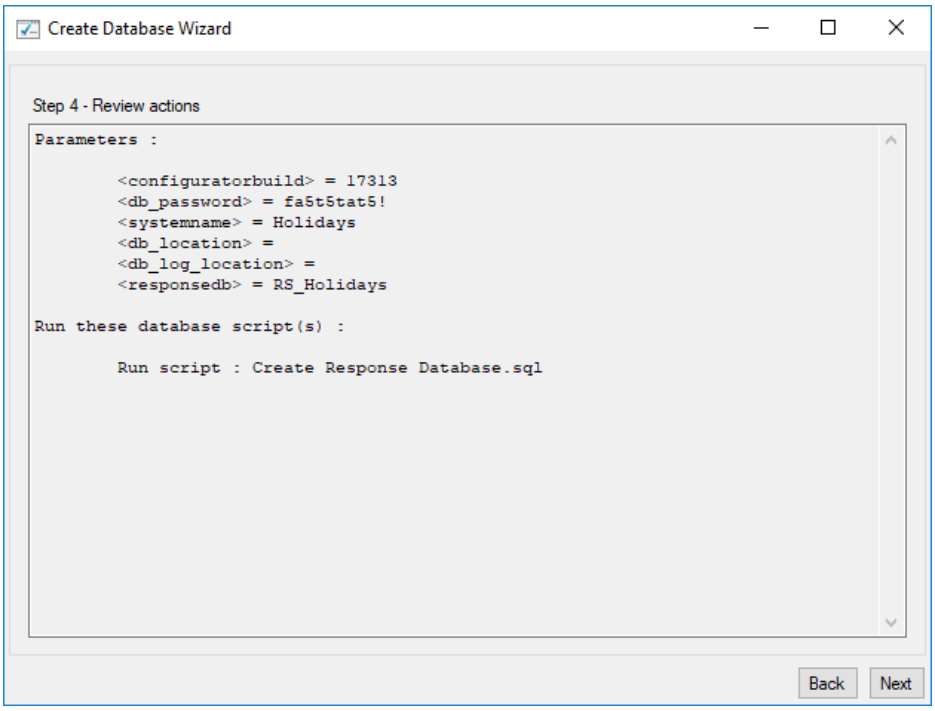
6. Select the **Email Response** check box, then click **Next.**



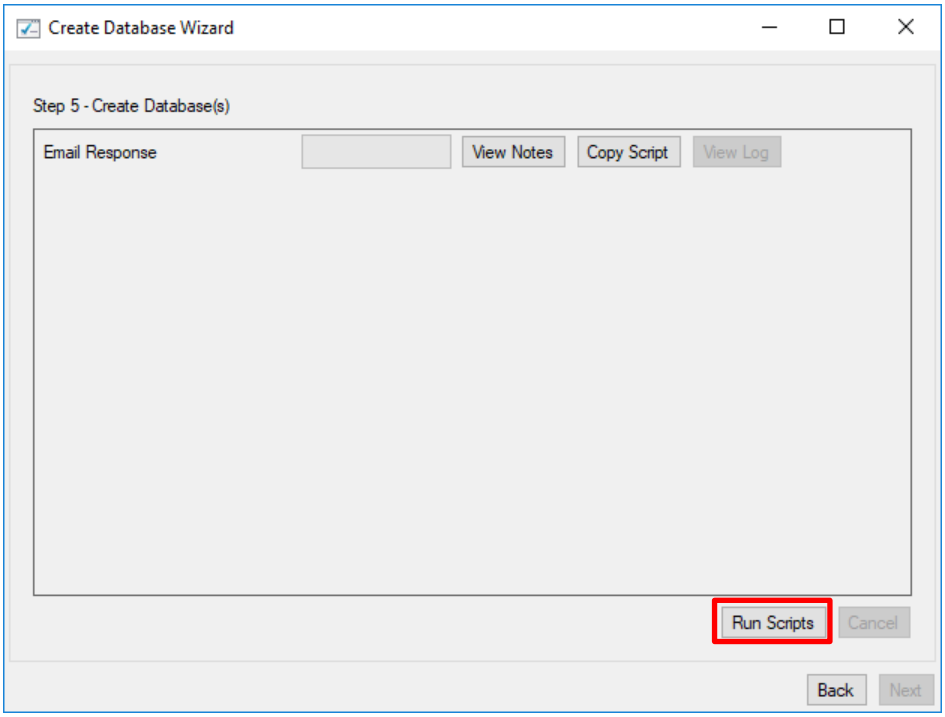
Note:

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

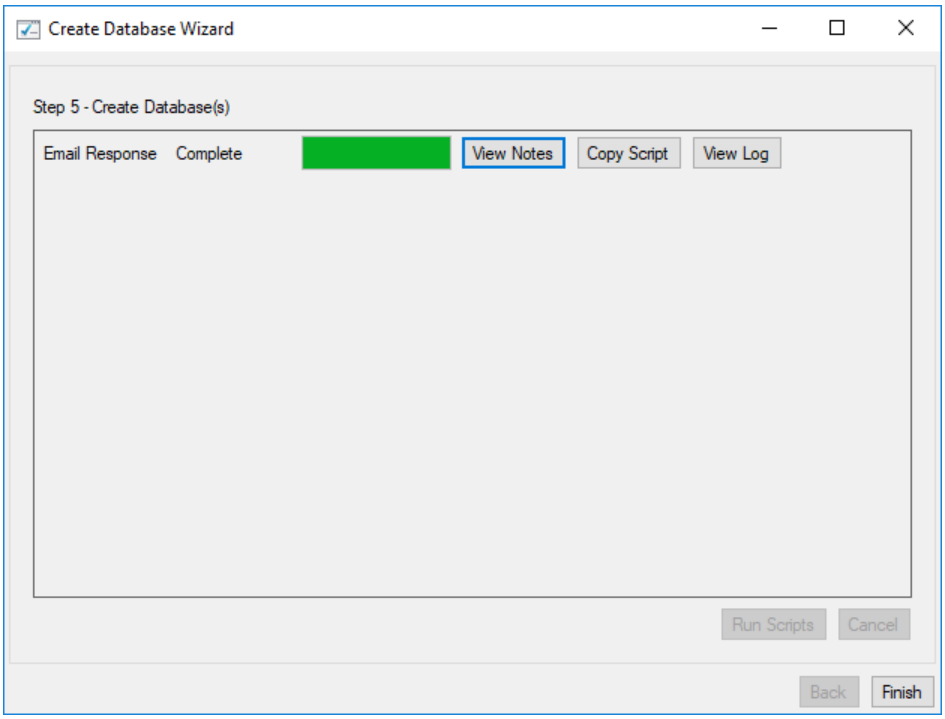
7. Click **Next** on the Review actions step.



8. Click **Run Scripts.**



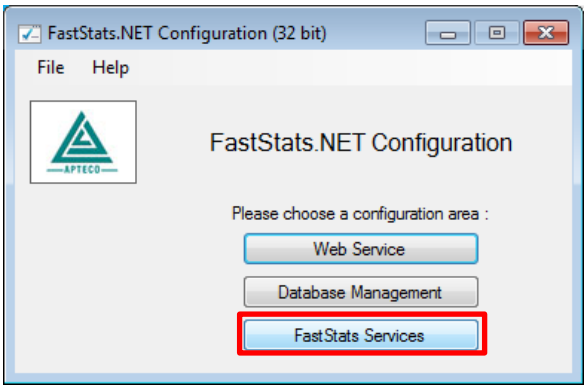
9. Click **Finish.**



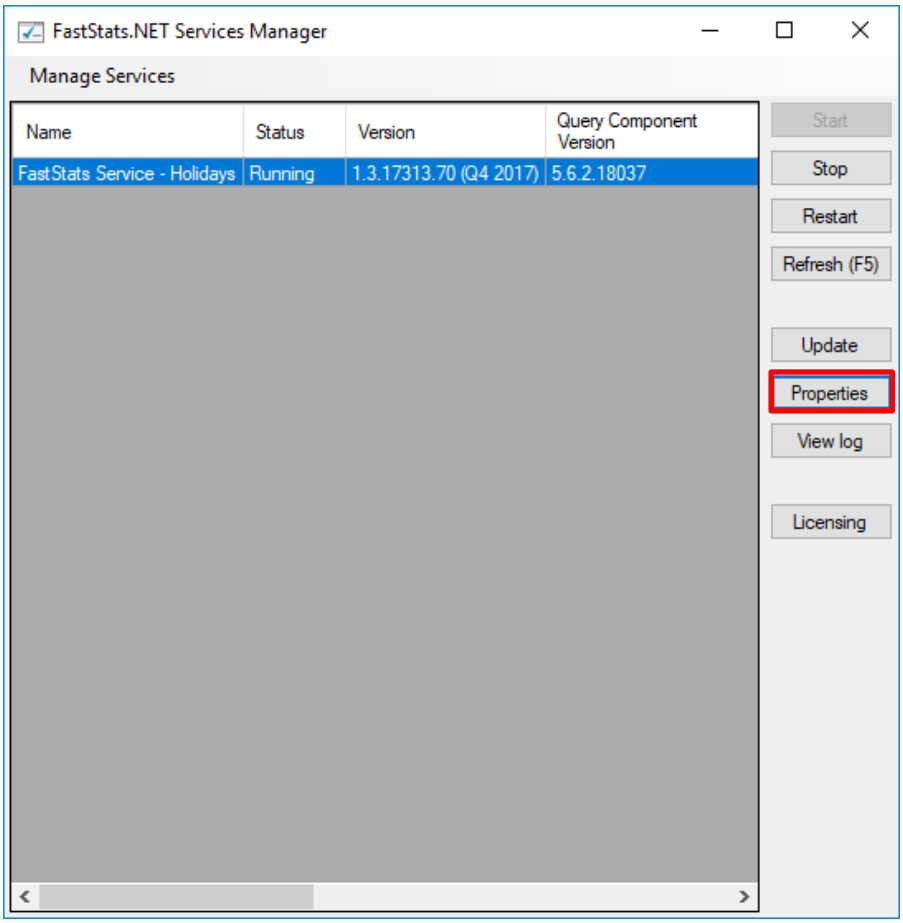
3.2 Linking the Response Database to the FastStats Service

You need link the response database to the FastStats service.

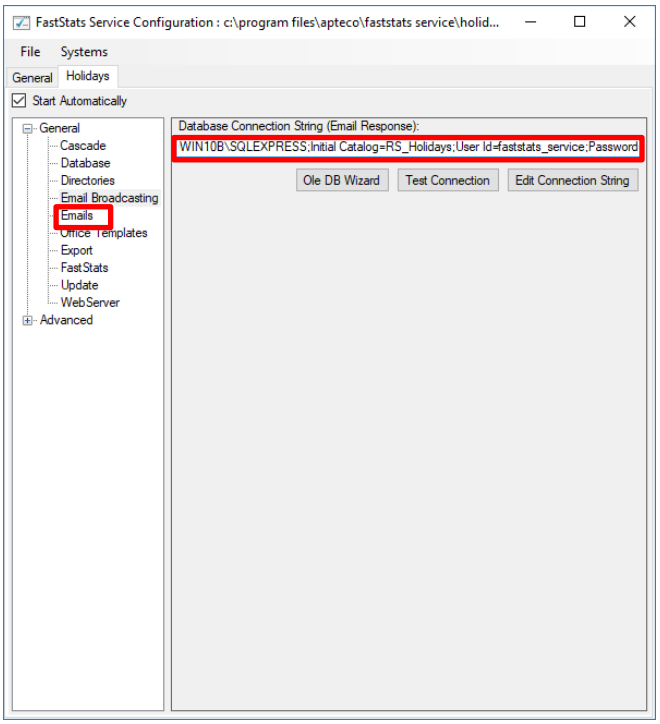
1. Open the **FastStats Configurator**
2. Select **FastStats Services**



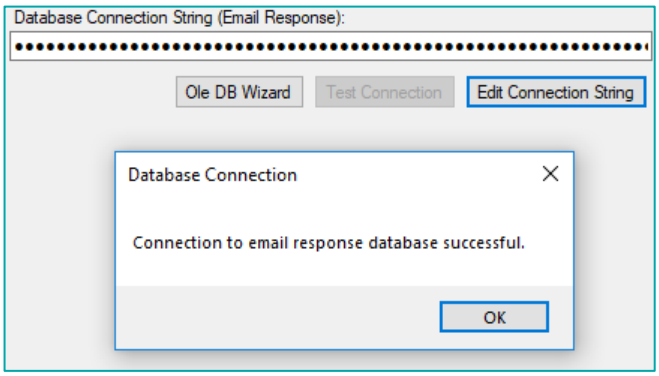
3. Select the **FastStats Service** for the system to link to the response database, click **Properties**



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



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



6. Select **Save** from the File menu

Note:

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

vary with your account: nr23.elaine-asp.de

General Considerations

For broadcasts to work correctly you need to ensure that the FastStats server has access to the relevant SailThru server through port 443, see the example URL below; this may

3.3 Installing the Email Response Gatherer

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

Digital Integration.zip available from:

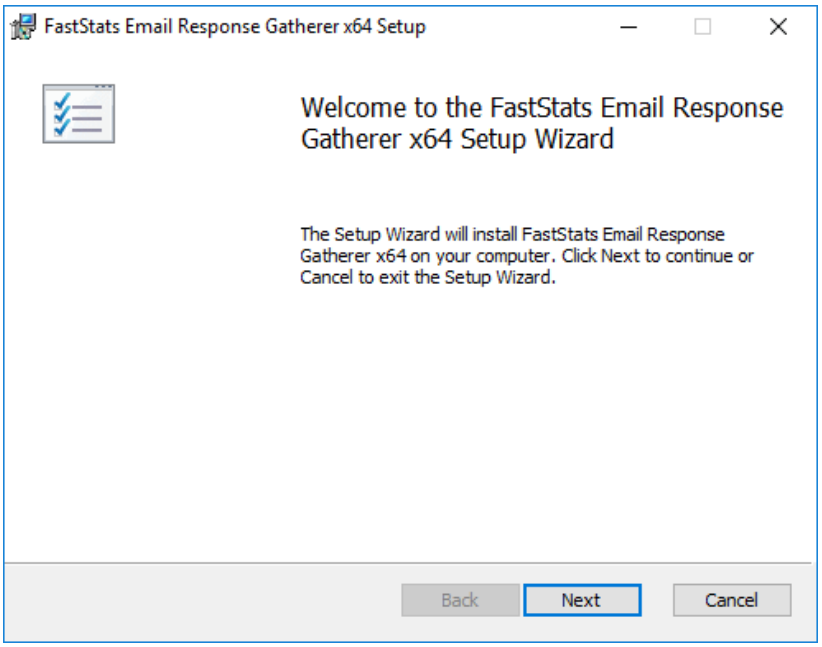
https://www.apteco.com/portal/software-releases

Note:

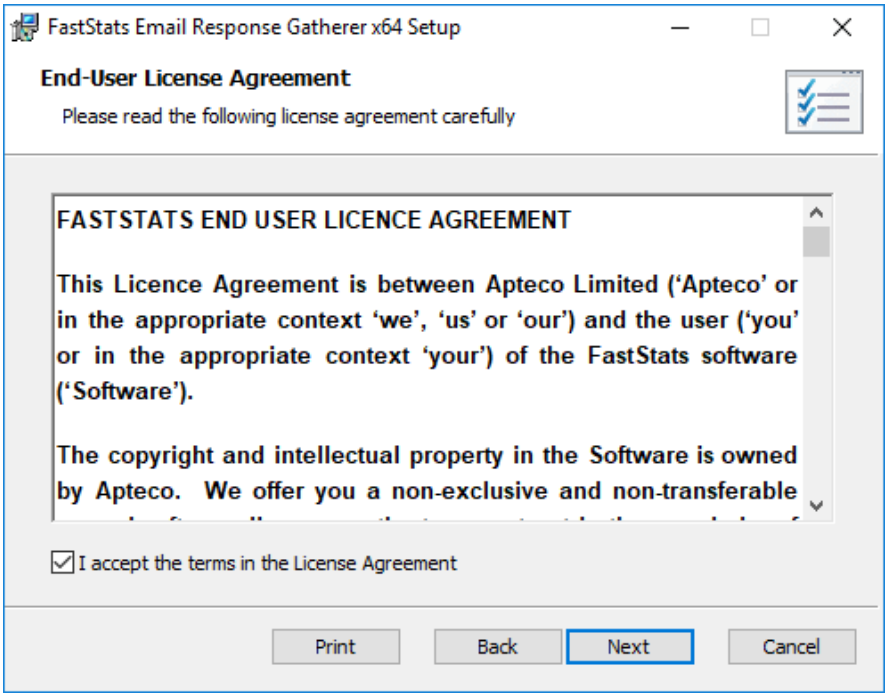
The FastStats Email Response Gatherer application can run on any PC in your system.

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

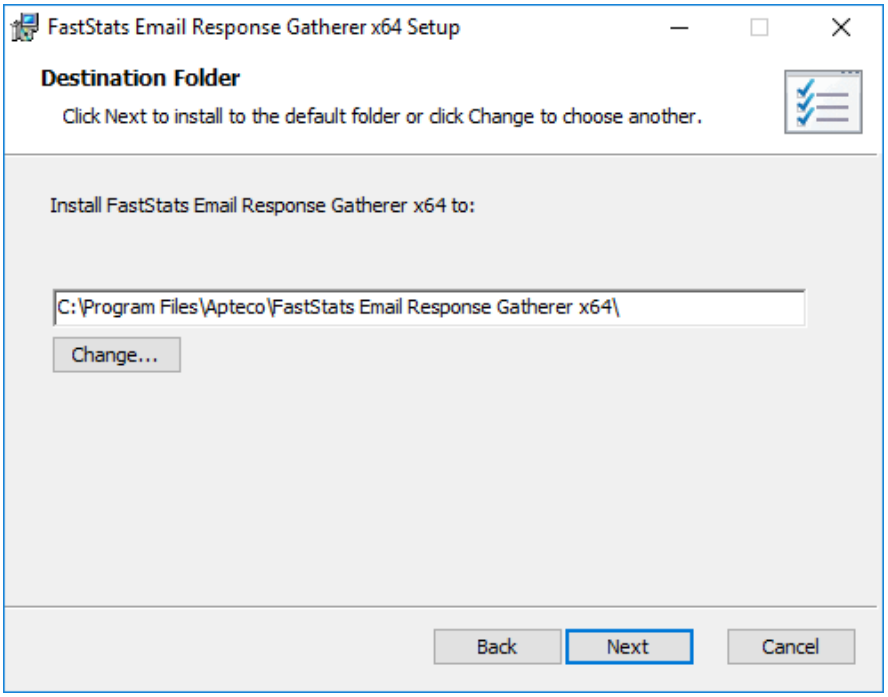
1. Click **Next.**



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



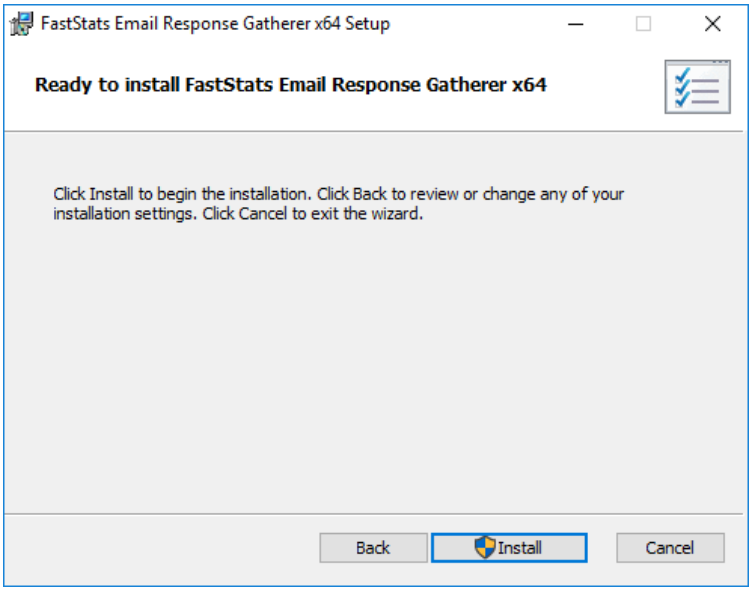
3. Click **Change** if you wish to install the Email Response Gatherer application in a different location then click **Next**



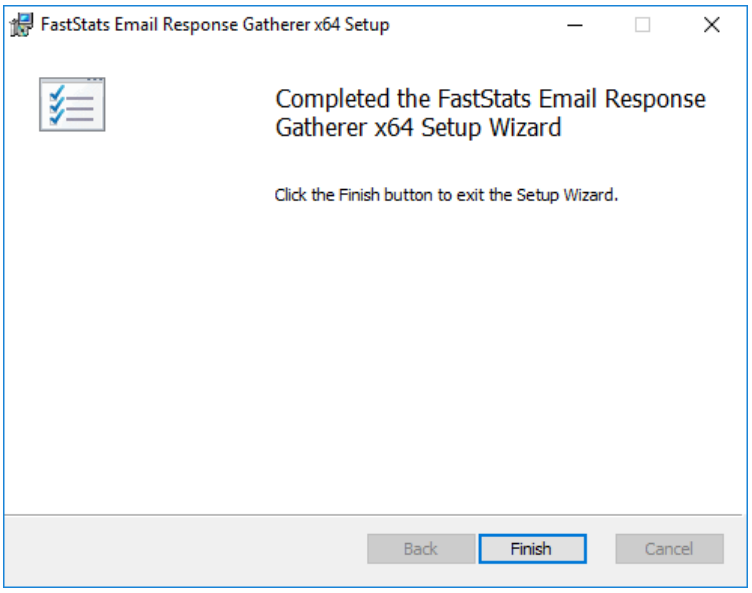
Note:

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

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



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



3.4 Creating the Response Gatherer Folders

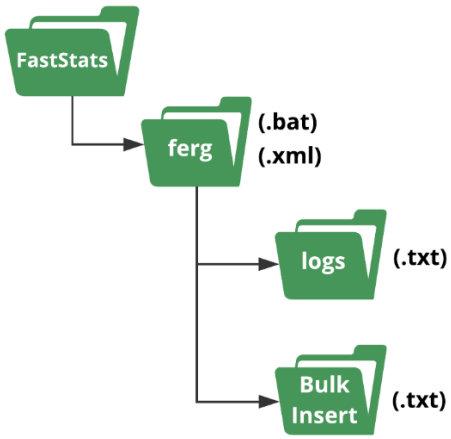
You will need to create folders to store the files to use with the Response Gatherer; these will include the following types of files.

Table 1 – Files Associated with the Response Gatherer

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

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

A typical example folder structure



Important:

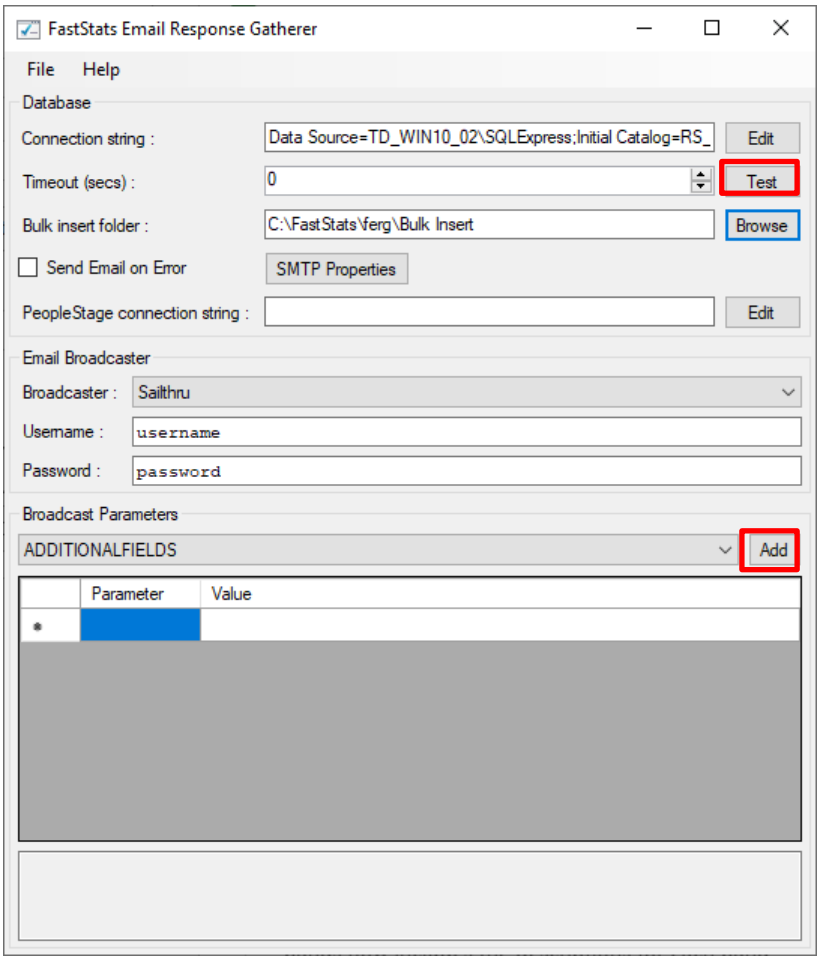
The bulk insert directory must be accessible from the SQL server and the user running the SQL Server Service must have read permissions to it.

3.5 Creating the Configuration File

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

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

1. Browse to the directory where you installed the Email Response Gatherer and open the **EmailResponseConfig.exe**, enter your Connection String and click **Test**
2. Select SailThru from the Broadcaster drop-down list
3. Enter the **Username** and **Password** to use with the SailThru 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 – Email Response Config Parameters

Dialogue Item	Settings to use
Connection String (Required)	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 (Required)	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 SailThru
Username	The SailThru API Key
Password	The SailThru Secret

Email Response Config dialogue with REQUIRED FIELDS completed

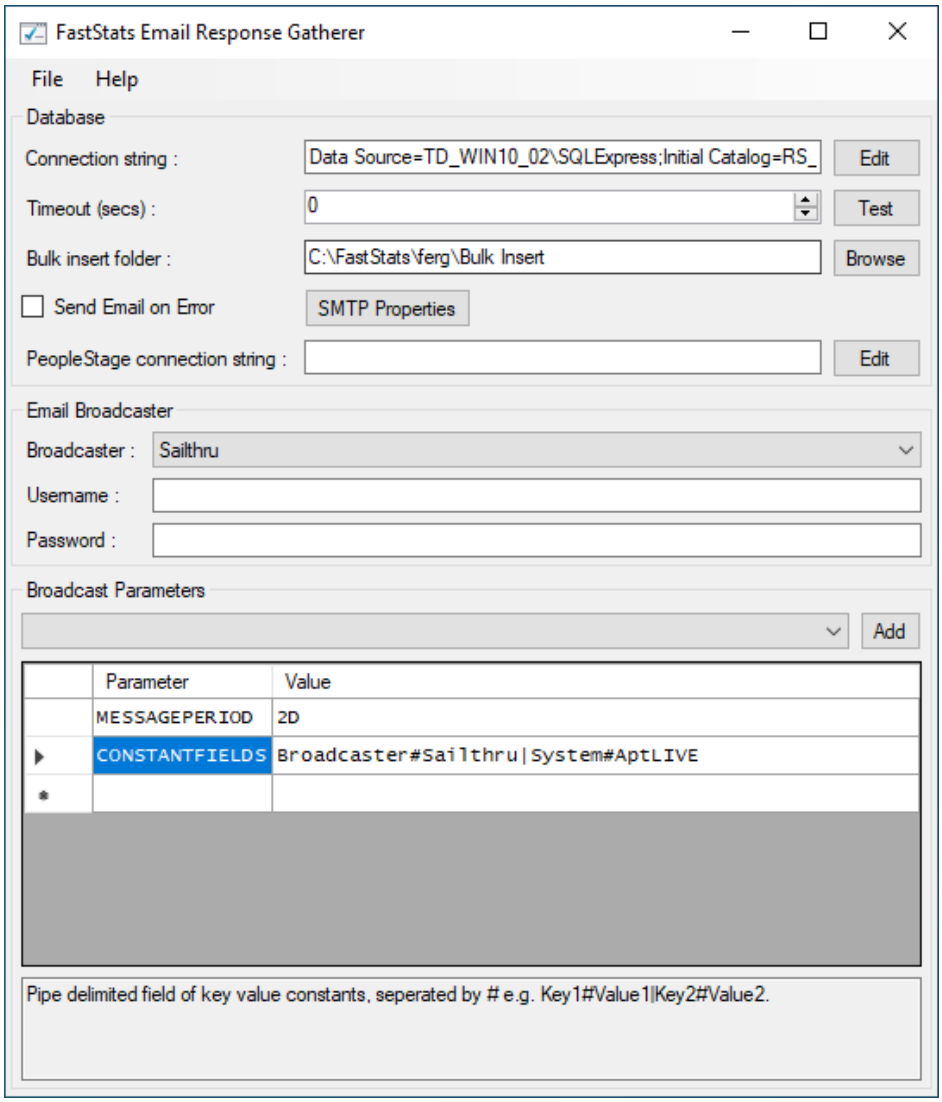


Table 3 – Email Response Gatherer Parameters

Parameter	Required	Default	Description
MESSAGEPERIOD	Y		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.
CONSTANTFIELDS	Y		Broadcaster#Sailthru|System#<SystemName> Where <SystemName> is the … Pipe delimited field of key value constants, seperated by # e.g. Key1#Value1|Key2#Value2.

Note:

The SailThru **API Key** and **Secret** can be obtained from SailThru

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.

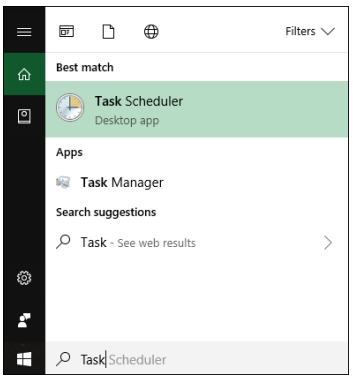
Create or modify the batch file using Notepad++ or similar text editor, see appendix C for an example file, save the file to the batch and xml file directory.

Using Task Scheduler

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

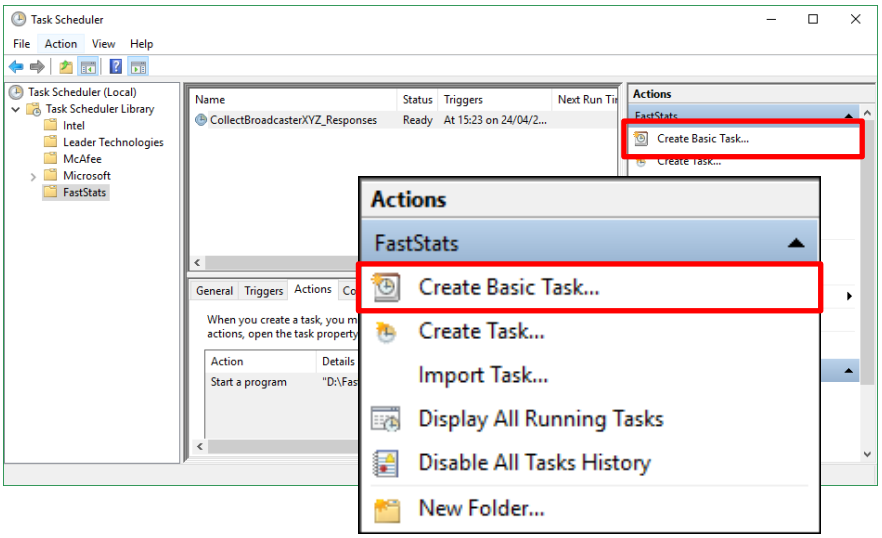
1. Open Windows **Task Scheduler**

Tip
Search for **Task** in the Start Menu



The Windows Task Scheduler opens

2. Select **Create Basic Task**

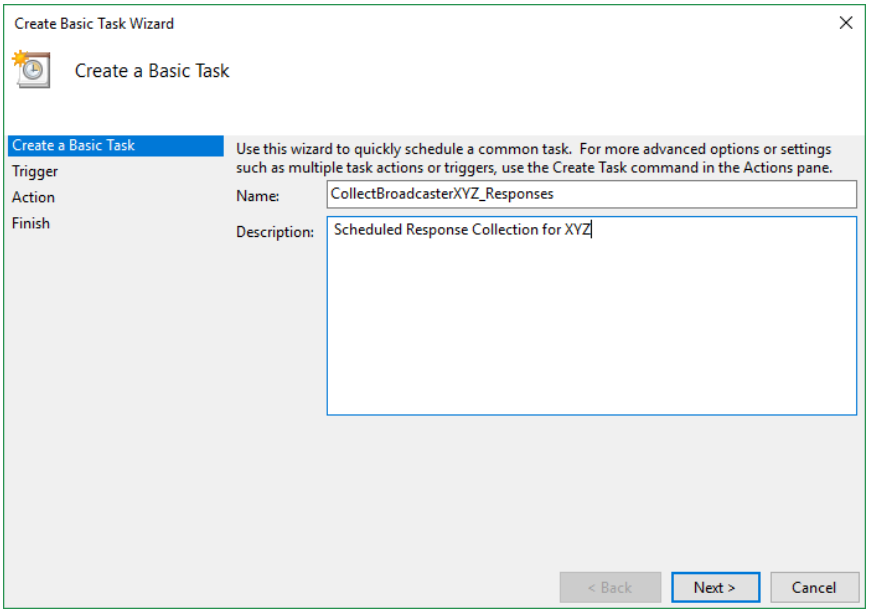


Tip:

You can create folders to organise your tasks

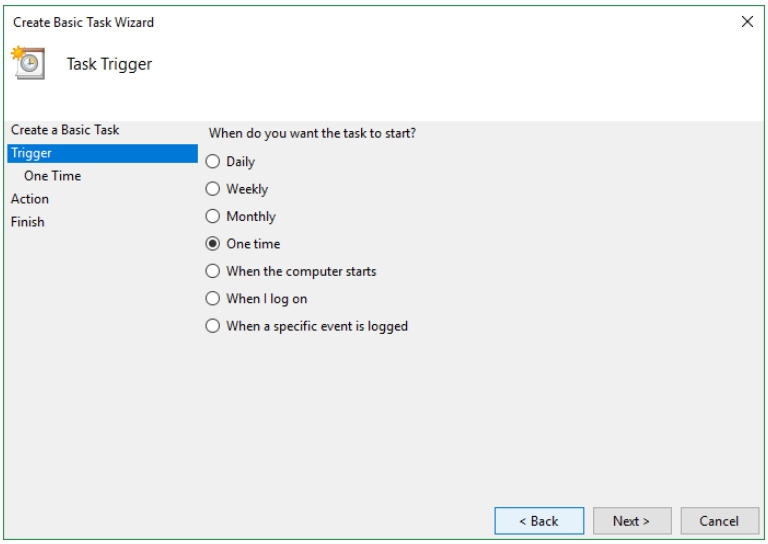
3. **Create a Basic Task** step

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

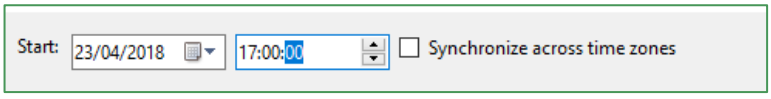


4. **Task Trigger** step

    a. Select the **Trigger** interval

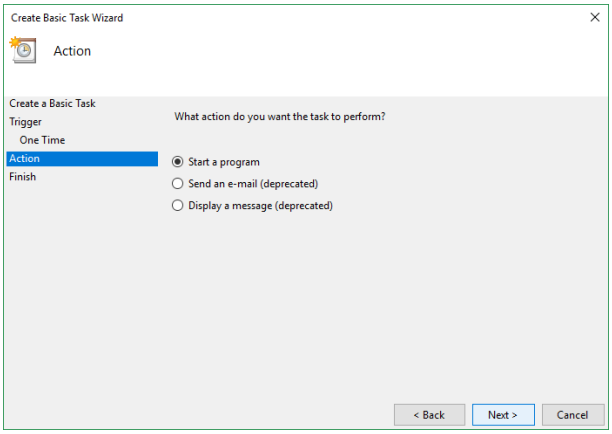


    b. Enter the Start Date and Time or relevant sub-step details



5. **Action** step

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

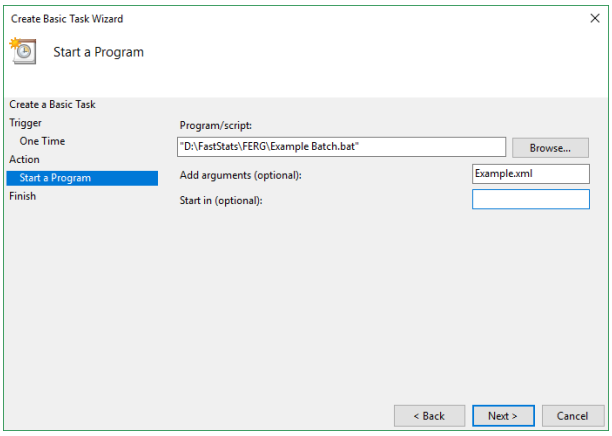


6. **Start a Program** Step

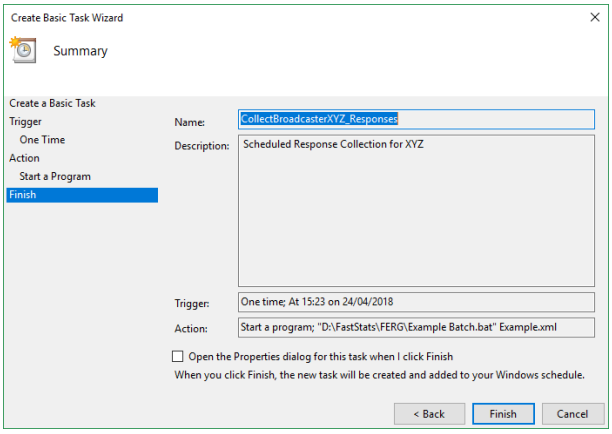
    a. Click **Browse** then navigate to the folder containing your batch files, select the file to use and click **Open**

    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:

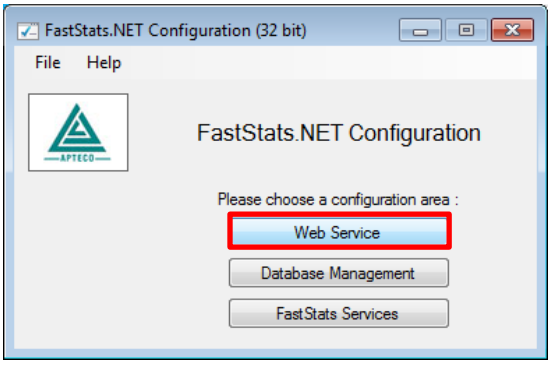
You must log in as an administrator to perform the following task.

The Email Broadcasting Wizard is required for FastStats use only.

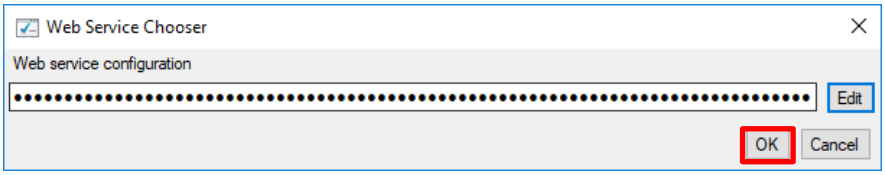
4.1 Enable Email Broadcasting

You must enable the Email Broadcasting wizard plugin.

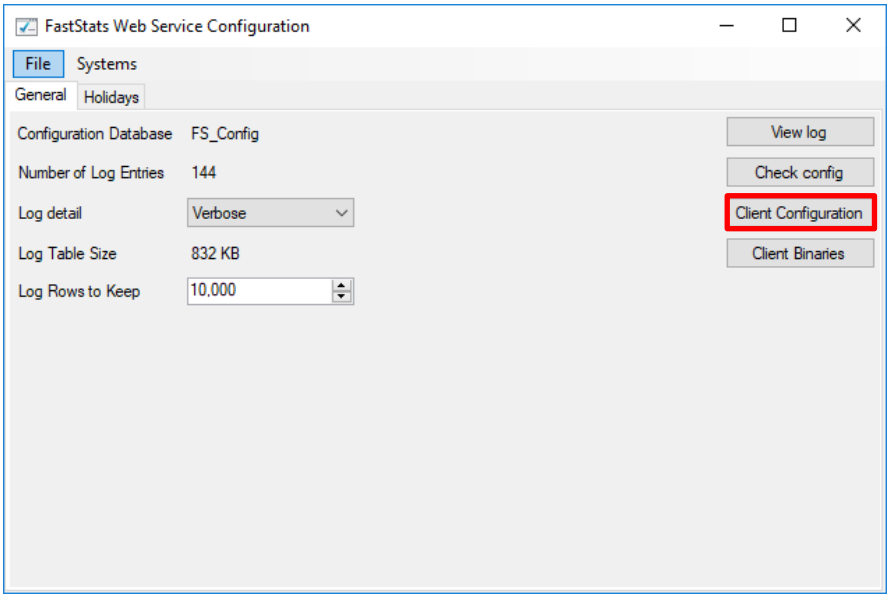
1. Open the **FastStats Configurator**
2. Select **Web Service**



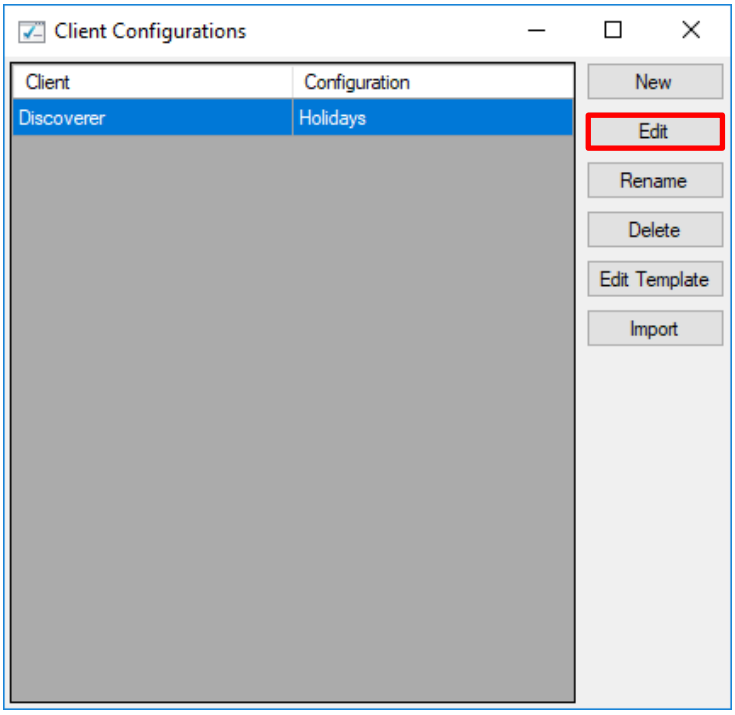
3. Click **OK** on the Web Service Chooser dialogue box



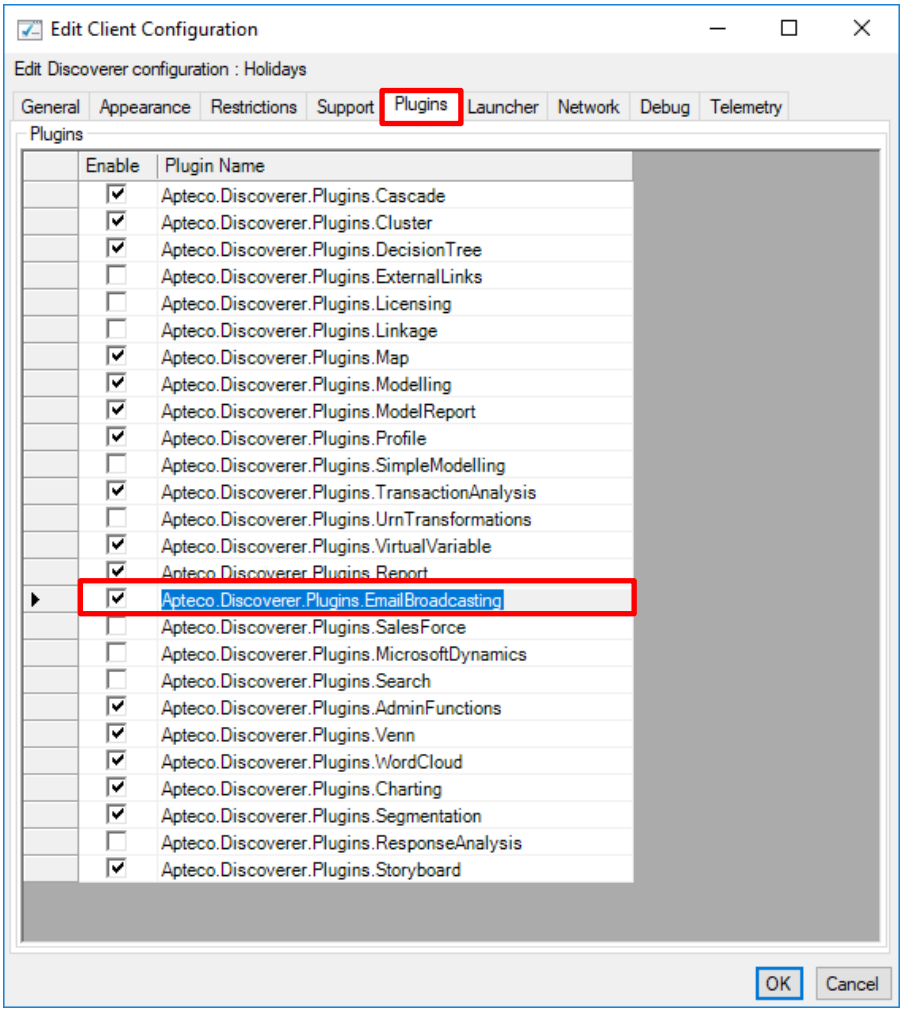
4. Click **Client Configuration**



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

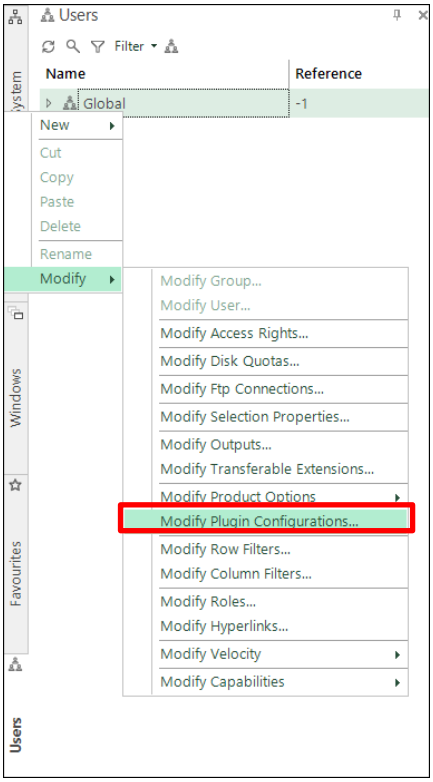


6. On the Plugins tab ensure the **Apteco.Discoverer.Plugins.EmailBroadcasting** check box is selected then click **OK**

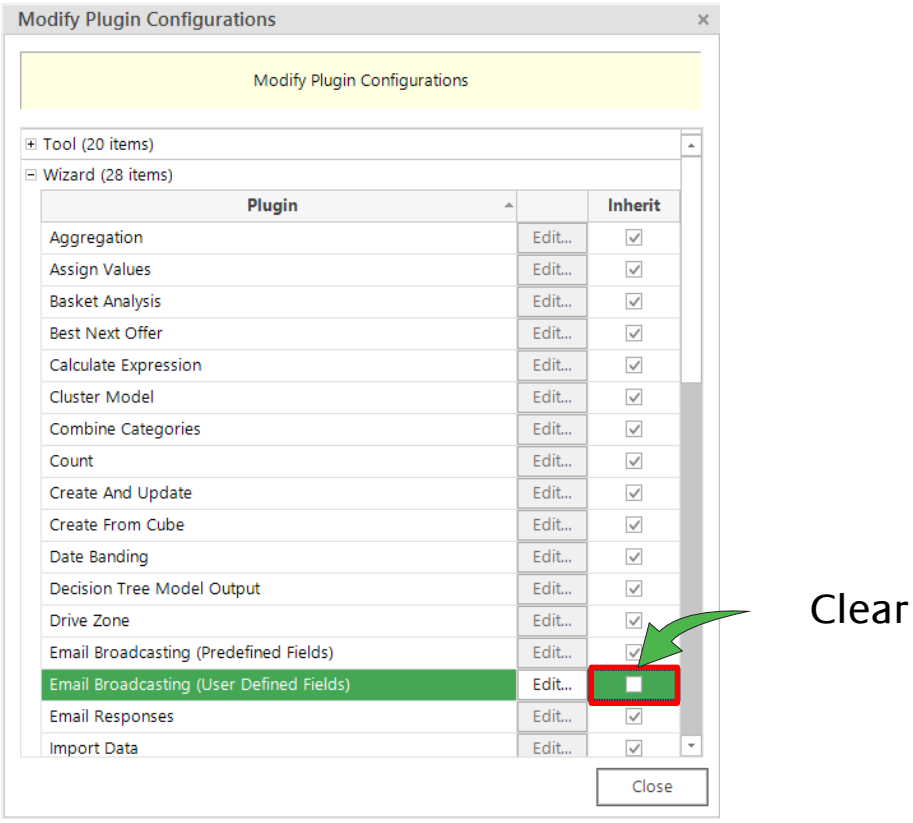


4.2 Configuration in FastStats

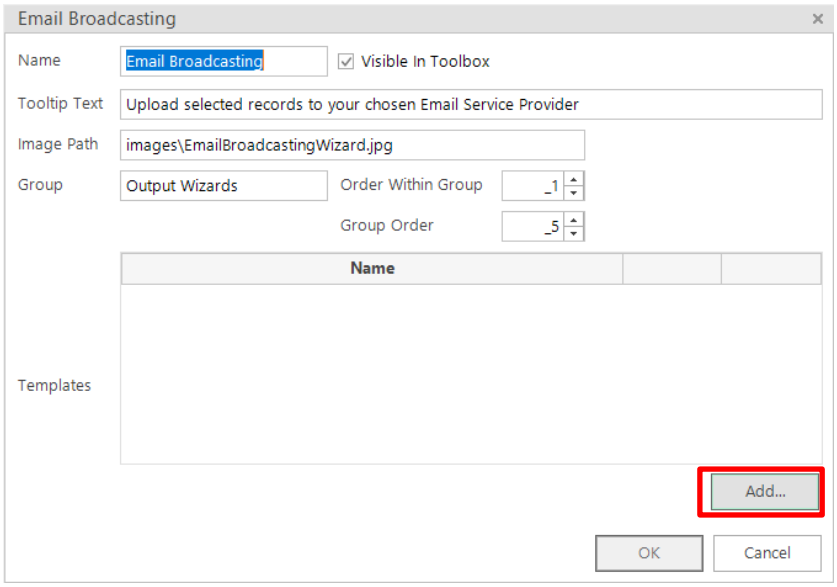
1. Open Apteco FastStats, select the **Users** explorer, right-click on the **Global** node then navigate to ***Modify*** *> Plugin Configurations*



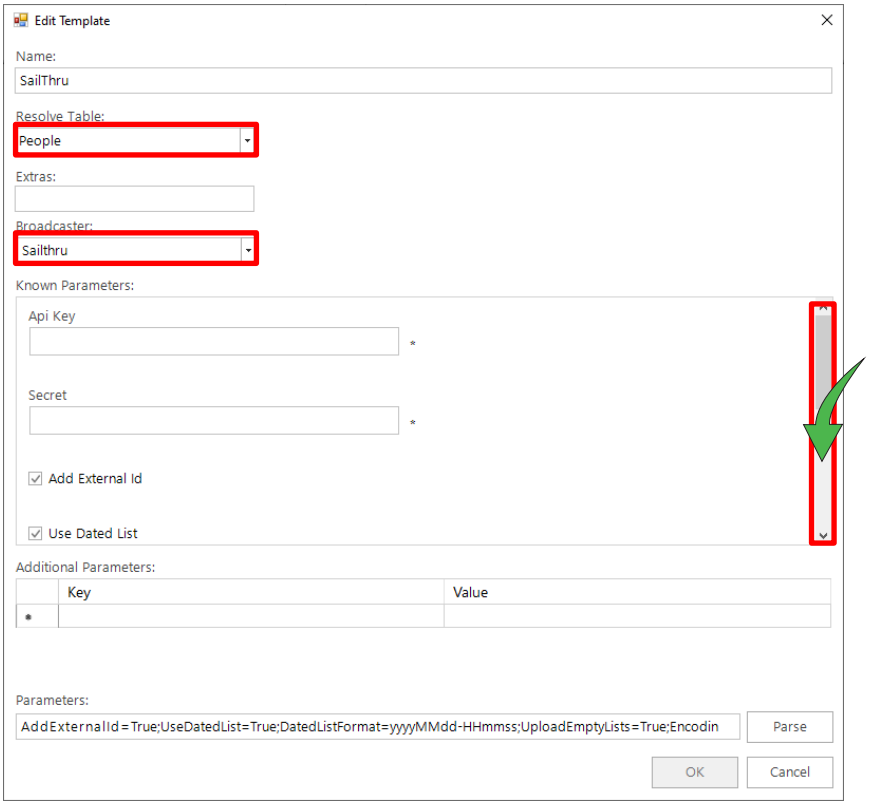
2. Expand the **Wizard** node then **clear** the **Inherit** check box for **Email Broadcasting (User Defined Fields)** and then click on the **Edit** button.



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



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



Note:

Scroll to enter the Known Parameters information, * indicates a required parameter.

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

Table 4 – Edit Template Known Parameters Settings

Parameter	Settings to use
API Key (Reqd)	SailThru API Key
Secret (Reqd)	SailThru Secret
Add External Id	Selected (default)
Use Dated List	Selected (default)
Dated List Format	yyyyMMdd-HHmmss
From Email	Optional. Enter the from email address for your message, leave blank to use the from email address in the SailThru Message template.
Upload Empty Lists	Selected (default)
Encoding	Use UTF8

Note:

*These settings will be specific to your SailThru account.

Note:

The SailThru **API Key** and **Secret** can be obtained SailThru

Note:

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

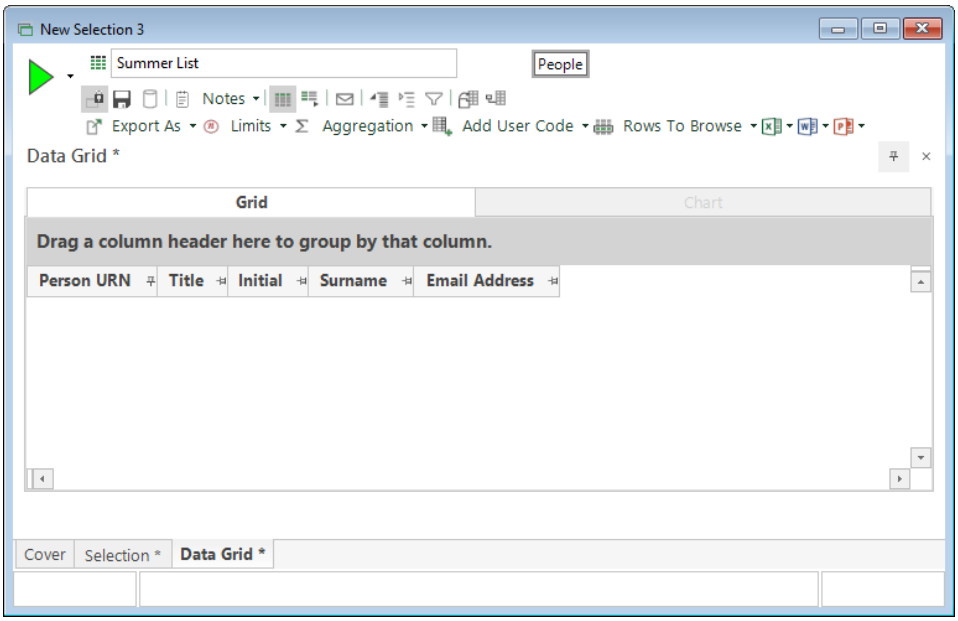
4.3 Checking your configuration

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

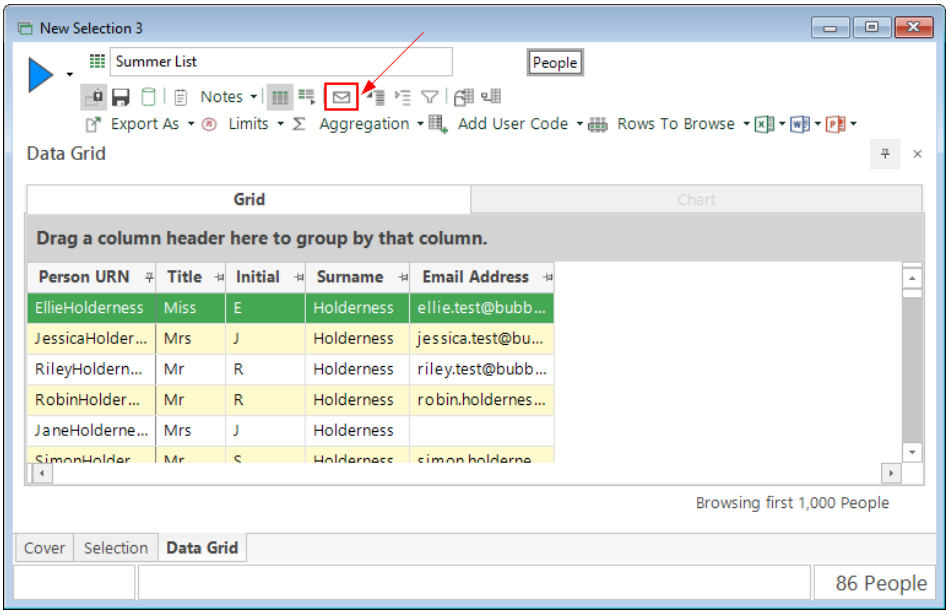
Note:

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

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



2. Click the **Email Broadcasting** icon

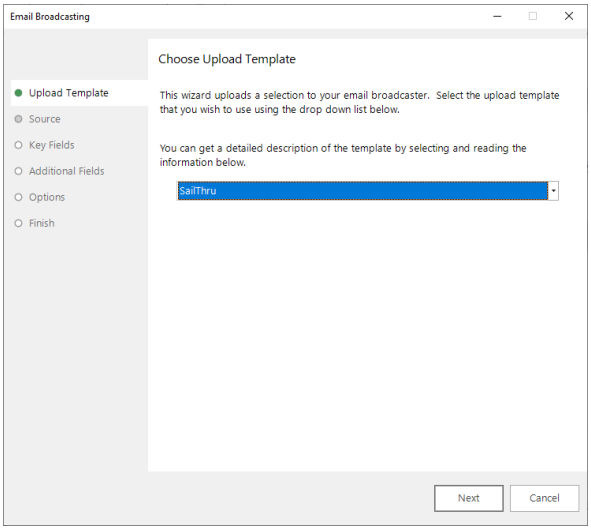


The **Email Broadcasting Wizard** opens

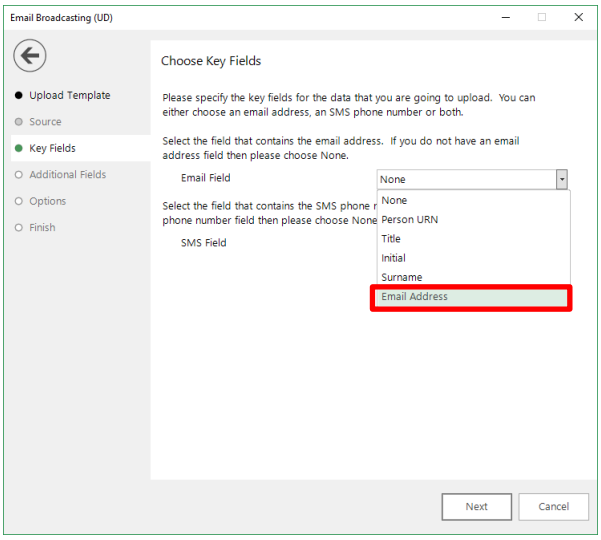
3. Choose the **SailThru** template from the drop-down list and click **Next**

Note:

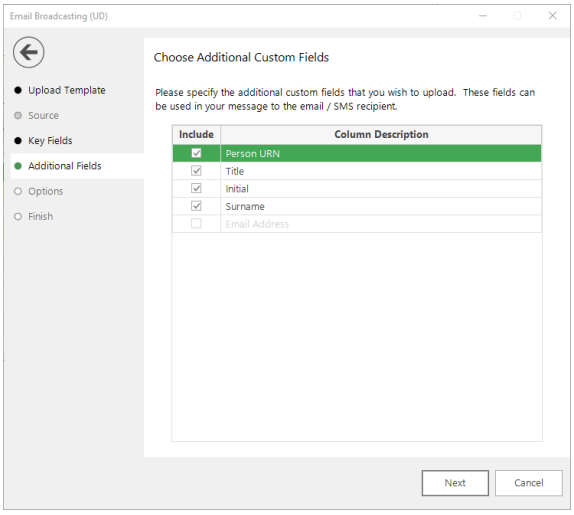
The wizard will omit this step if you have only one Upload Template



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**

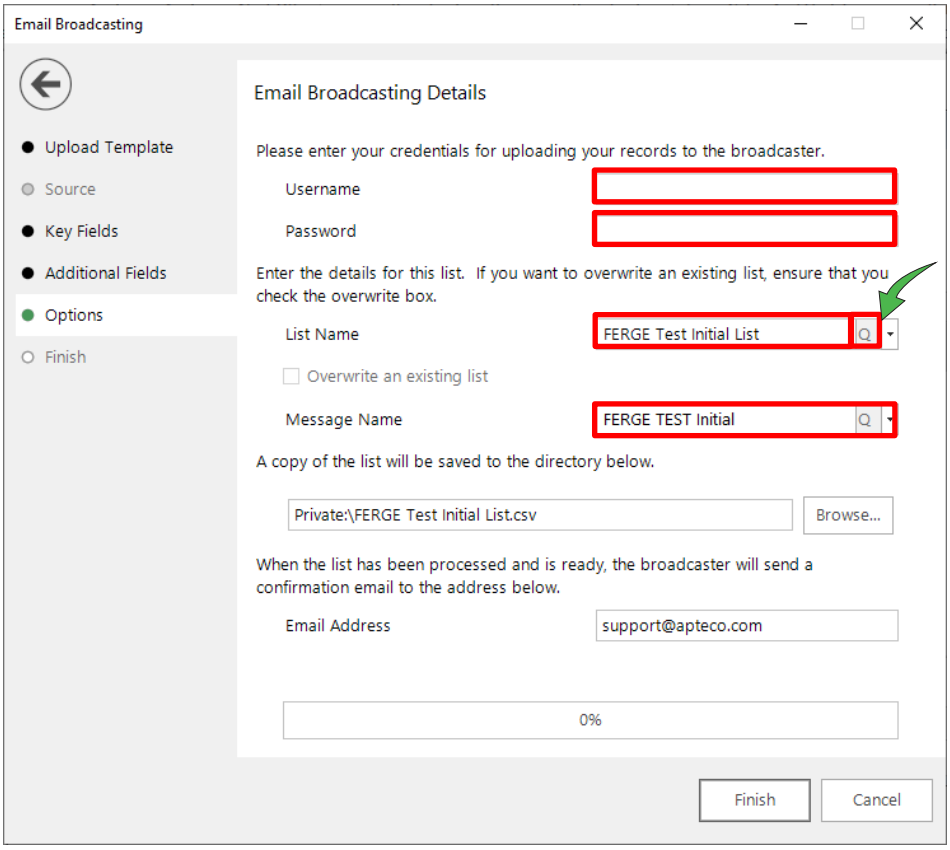
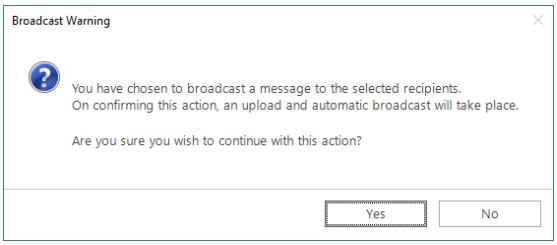


Table 5– EmailResponseGatherer.exe.config Settings

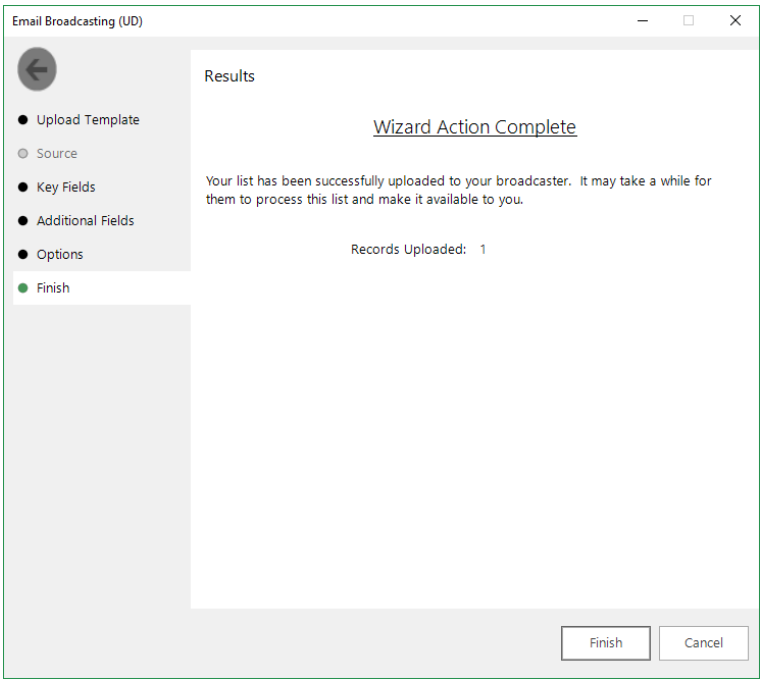
Option	Settings to use
Username	Your SailThru API Key
Password	Your SailThru Secret
List Name drop-down	Click on the List Name retrieve button and select a list from the drop-down (this appends any new records to the list) or enter a new List Name
Message Name	Click on the Message Name retrieve button 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



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.



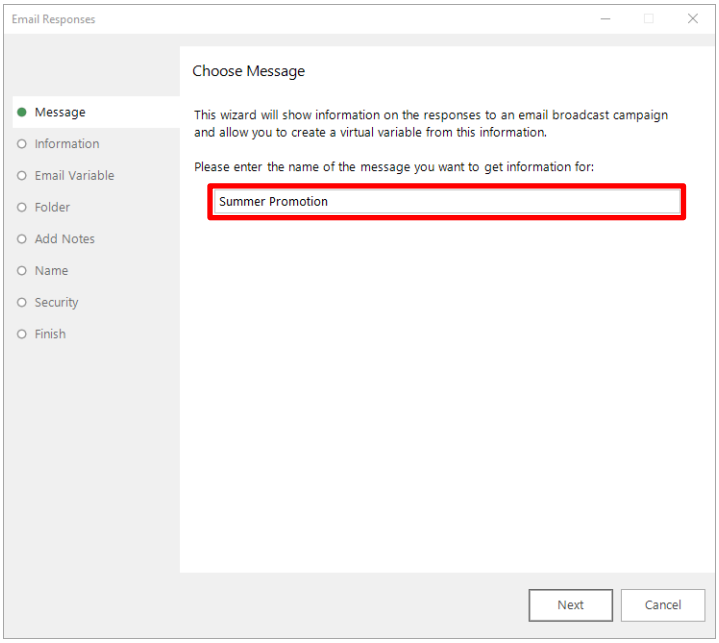
Note:

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

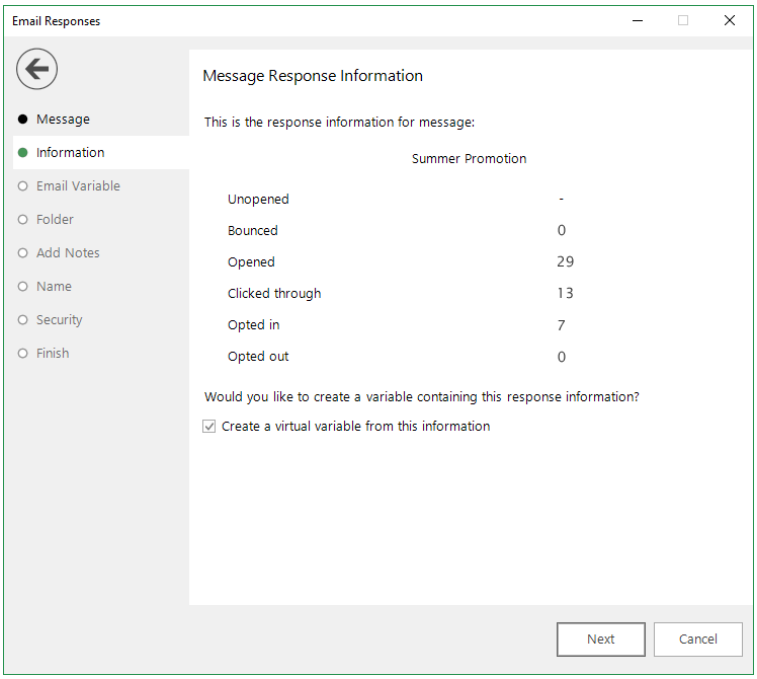
4.4 Email Responses Wizard

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

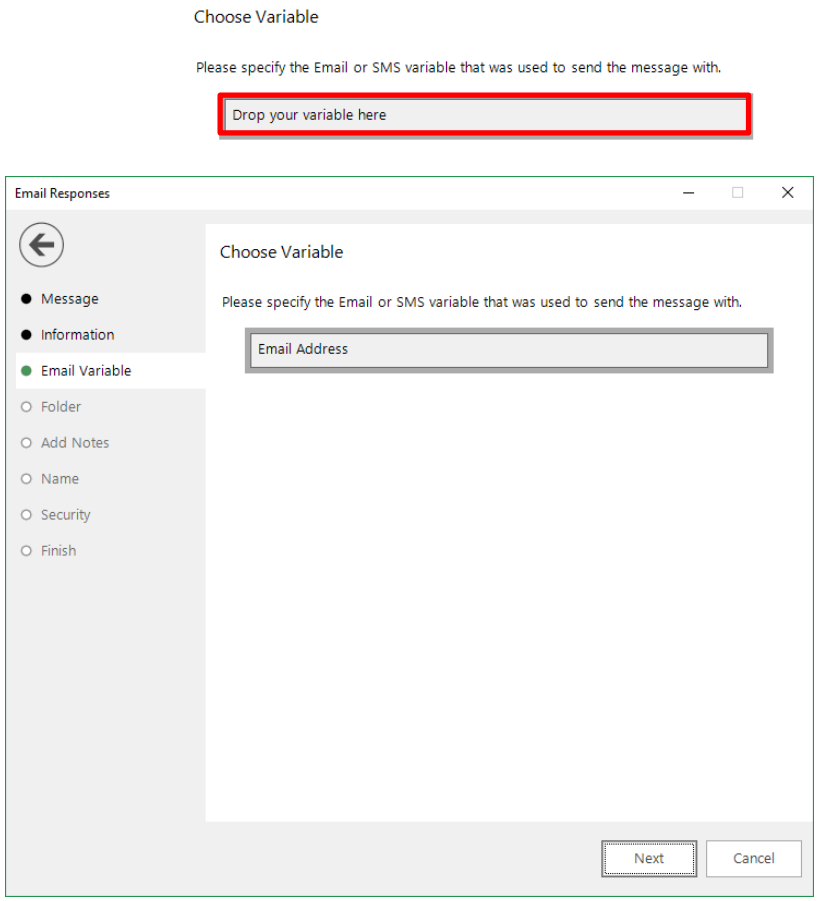
1. Open the **Email Responses** wizard
2. Enter the name of the message that you used in the Email Broadcasting wizard and click **Next**



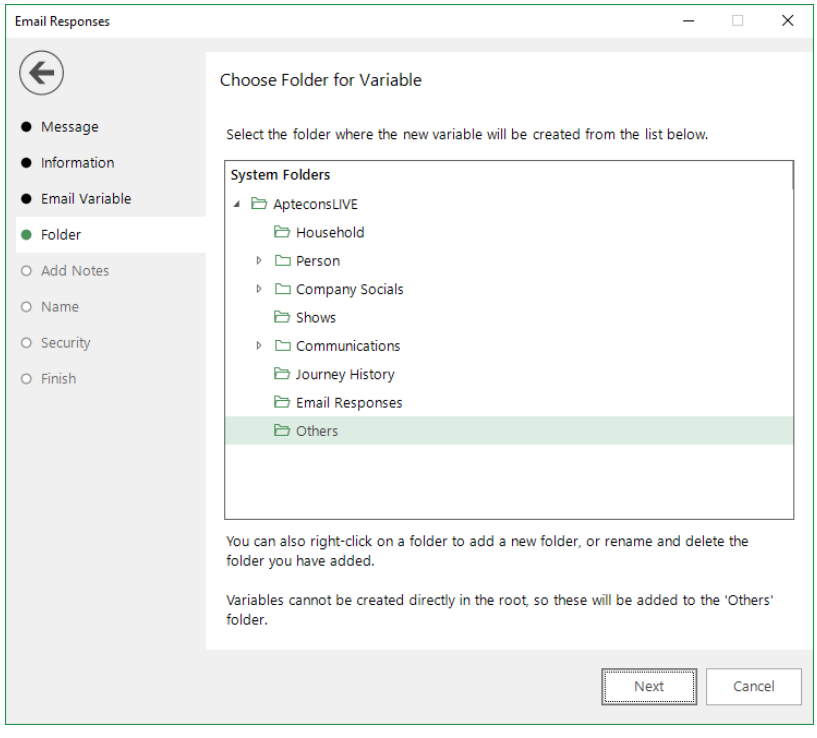
3. As the Email Response Gatherer starts collecting information from SailThru, you will see how customers are interacting with your broadcast. If you want to analyse this information further, click on Create a virtual variable from this information and then click Next



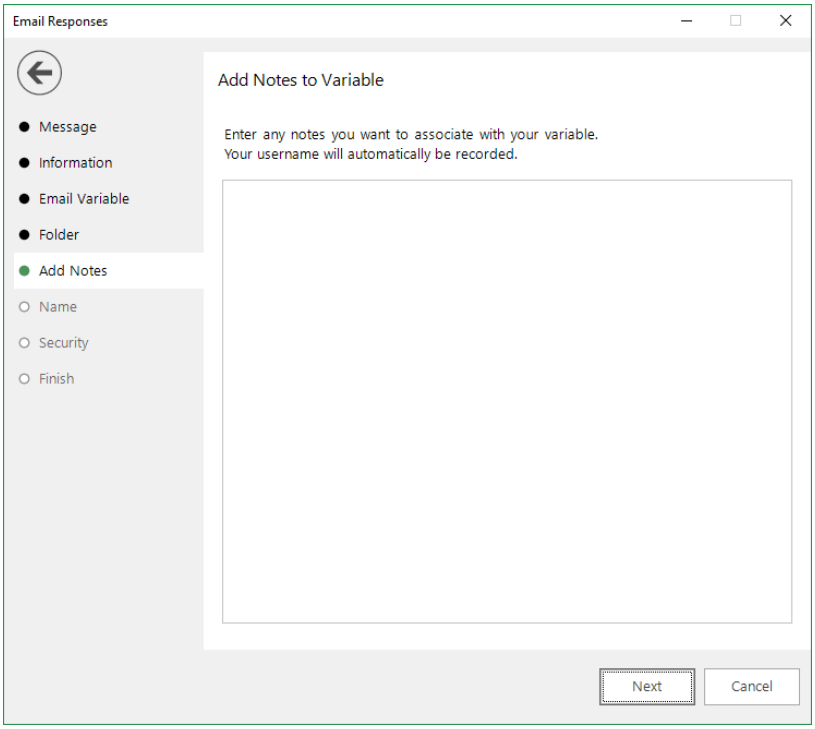
4. Drag the Email variable that you used in the Email Broadcasting wizard onto the drop box and click **Next**



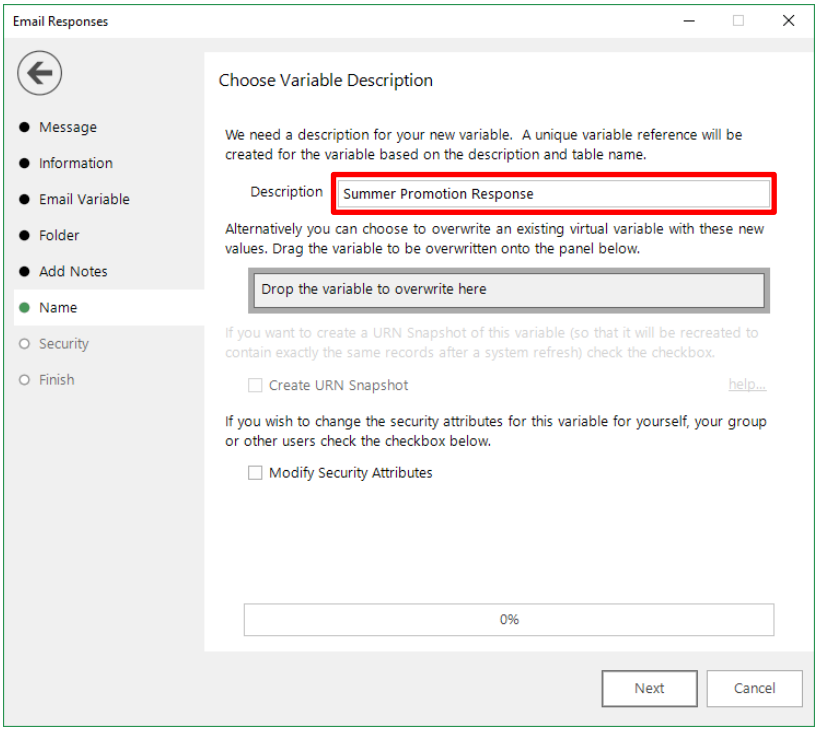
5. Locate the folder where you wish to store the virtual variable and click **Next**



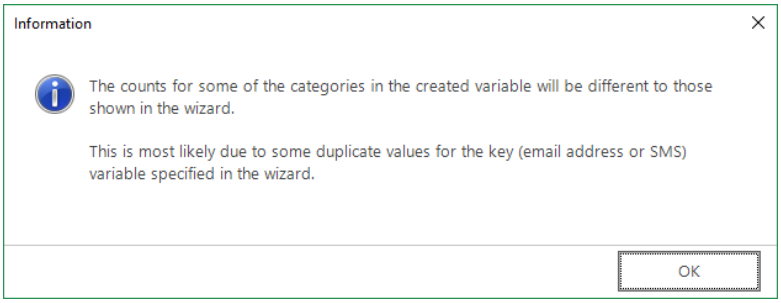
6. Enter any notes that will be stored along with the virtual variable and click **Next**



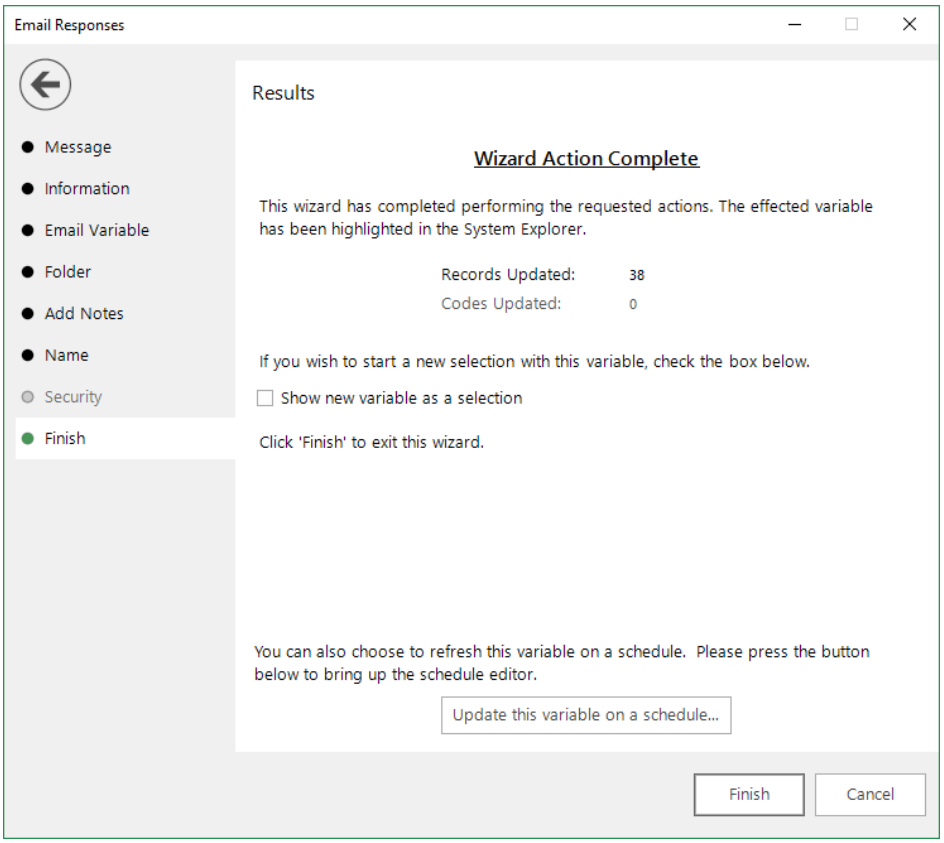
7. Enter a Description for the virtual variable or drag an existing virtual variable onto the drop box if you wish to overwrite it. Modify the Security Attributes if applicable and then click **Next**



8. Click **OK**



9. Click **Finish**

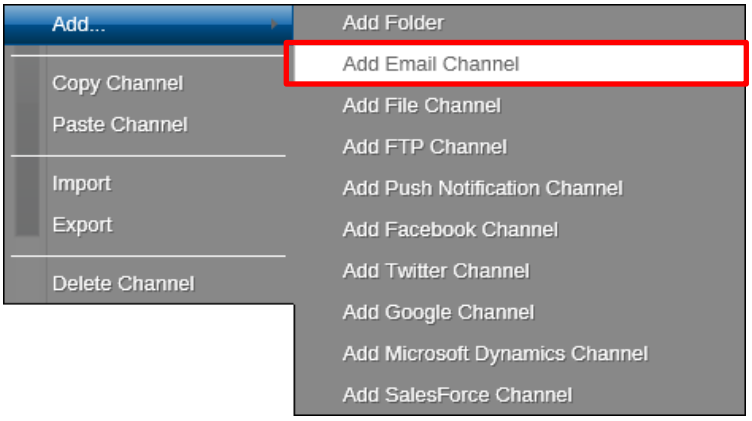


5 PeopleStage Broadcasting & Responses

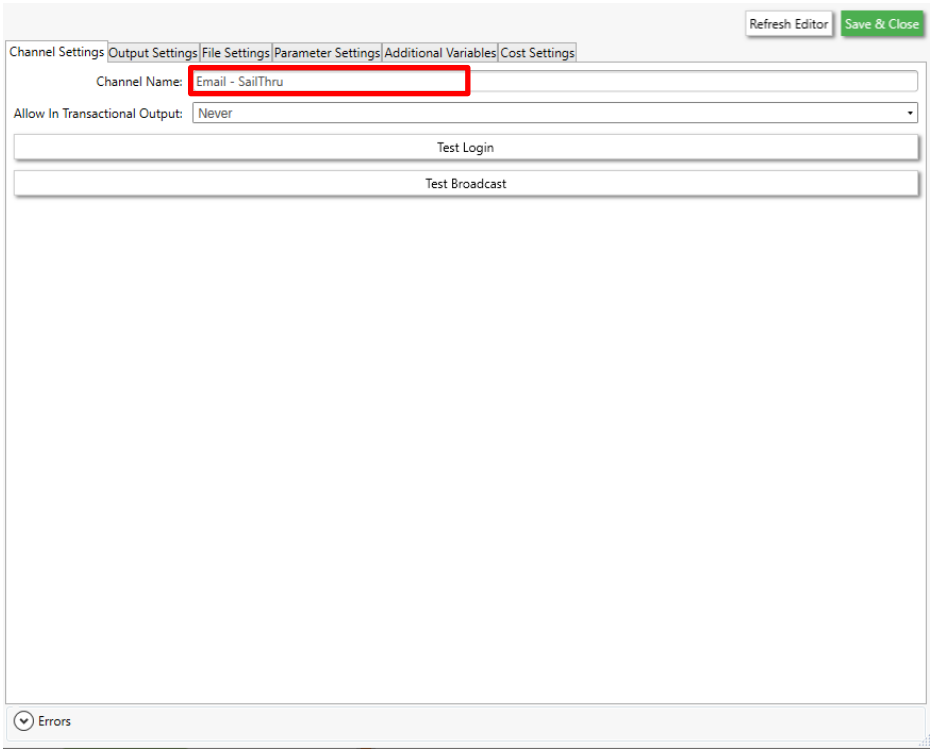
5.1 Defining the Broadcast Channel in PeopleStage

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

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 SailThru

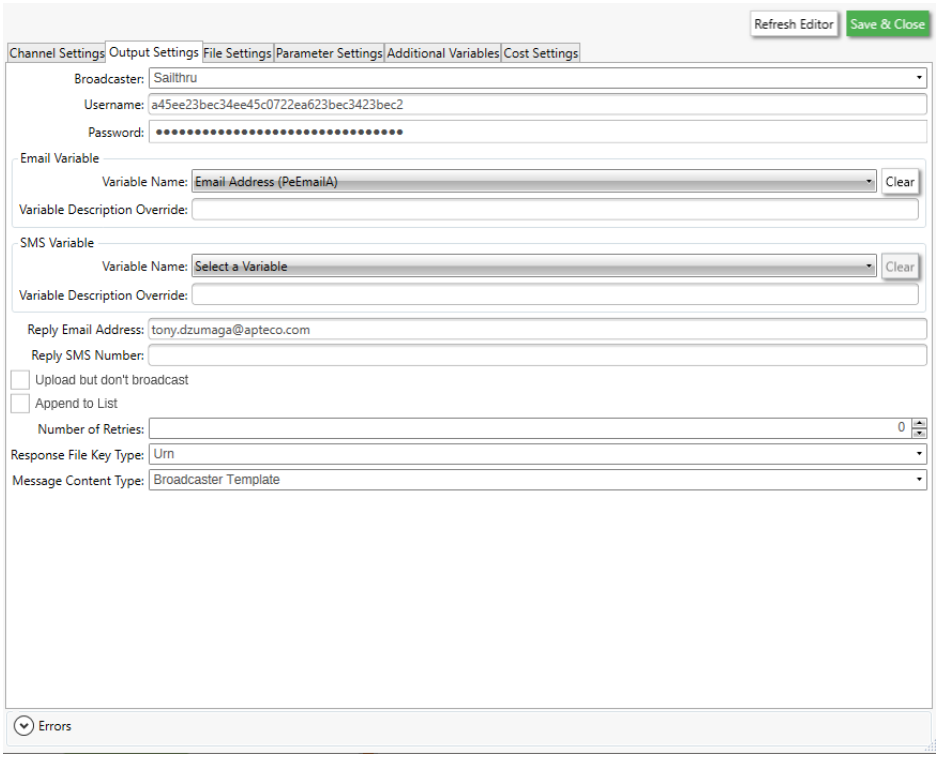


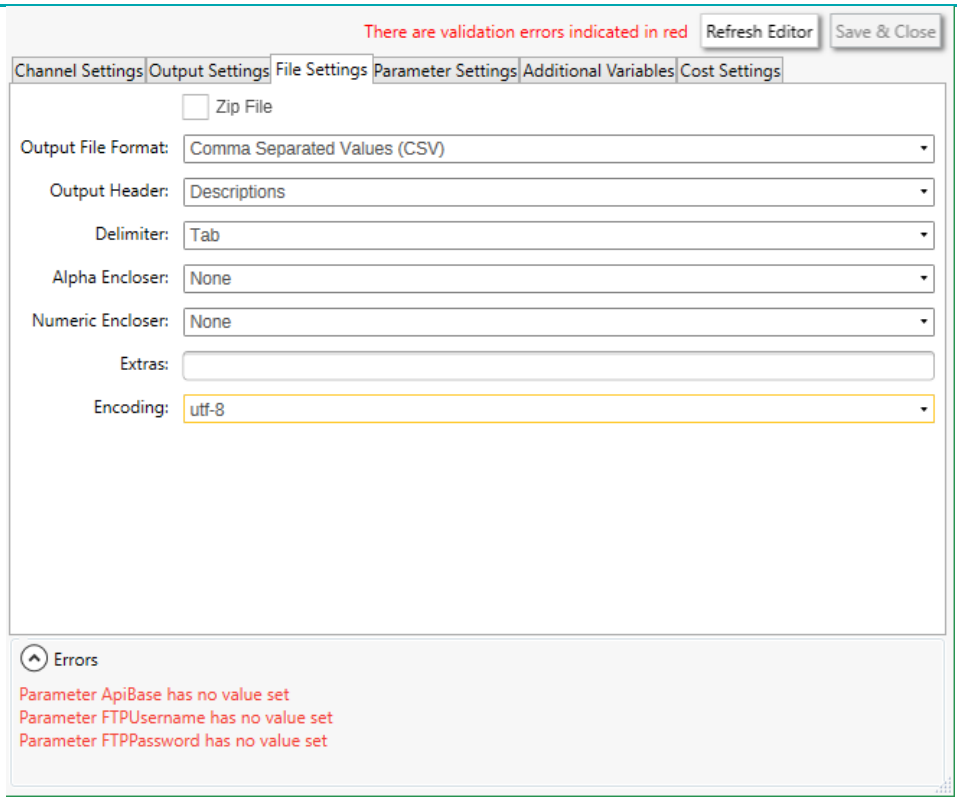
Table 6 –PeopleStage Output Settings

Field	Settings
Broadcaster	Select **SailThru** from the drop-down
Username	Enter your SailThru **API Key**
Password	Enter your SailThru **Secret**
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 SailThru
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 Urn for SailThru.
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.

Note:

The SailThru **API Key** and **Secret** can be obtained from SailThru

4. Complete the **File Settings**



Note:

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

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

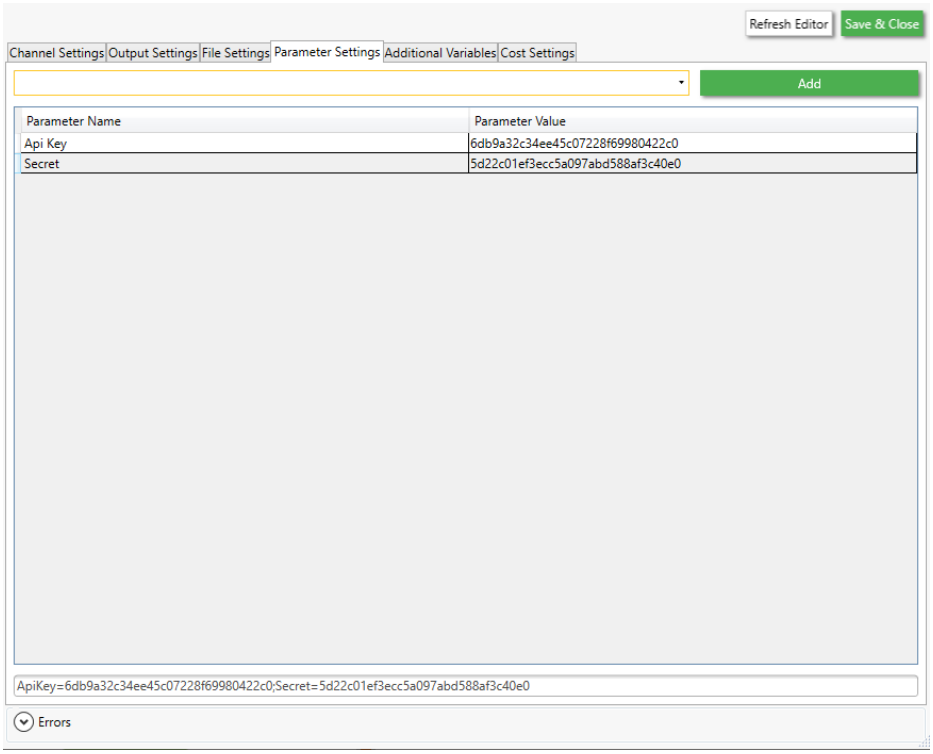


Table 7 –Example PeopleStage Parameter Settings

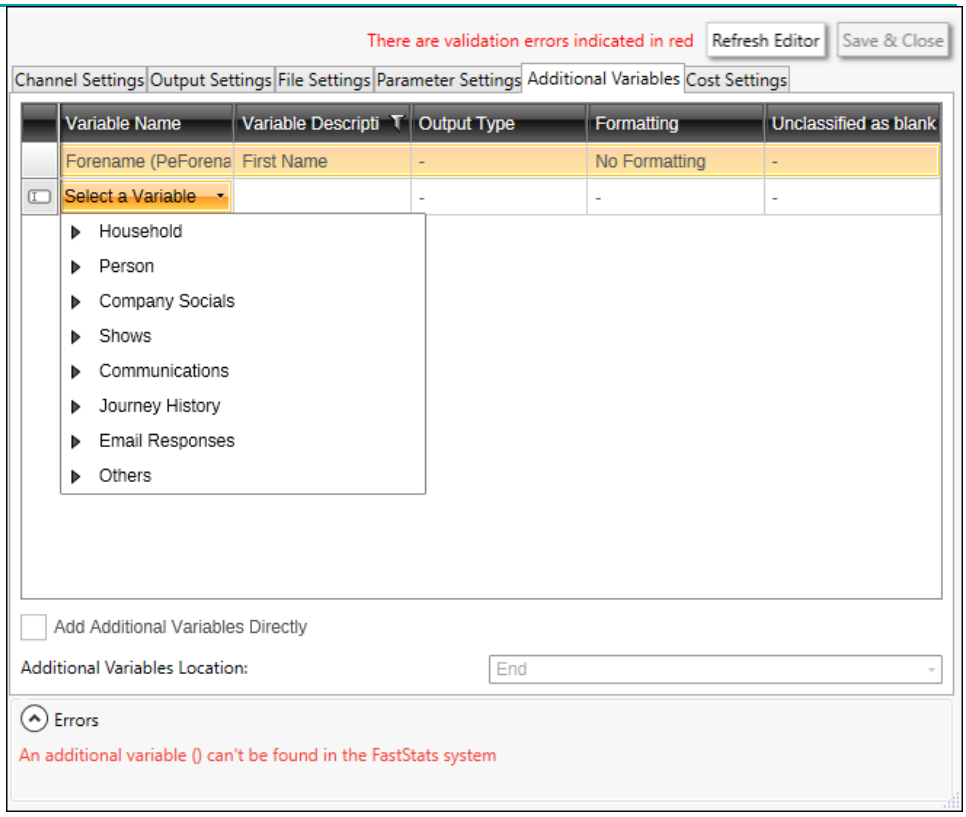
Field	Settings
	*Example, these will be specific to your account
Api Key*	SailThru API Key
Secret*	SailThru Secret

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

Note:

The SailThru **API Key** and **Secret** can be obtained from SailThru

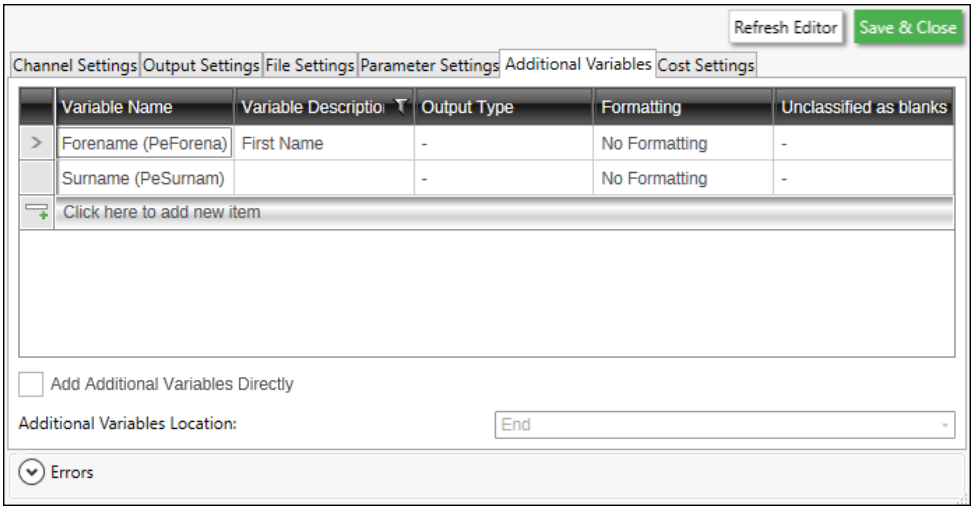
6. Add any additional variables on the **Additional Variables** tab



Note:

Use the variable description column to override and match the Variable Name to the name used for that parameter in SailThru.

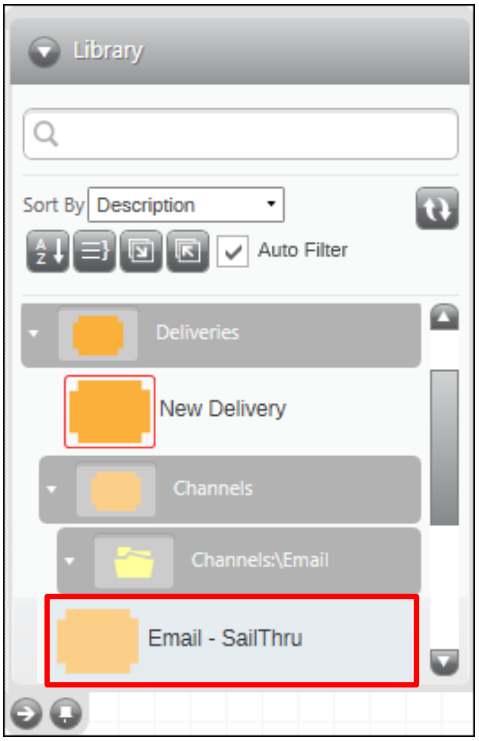
7. Click **Save & Close**



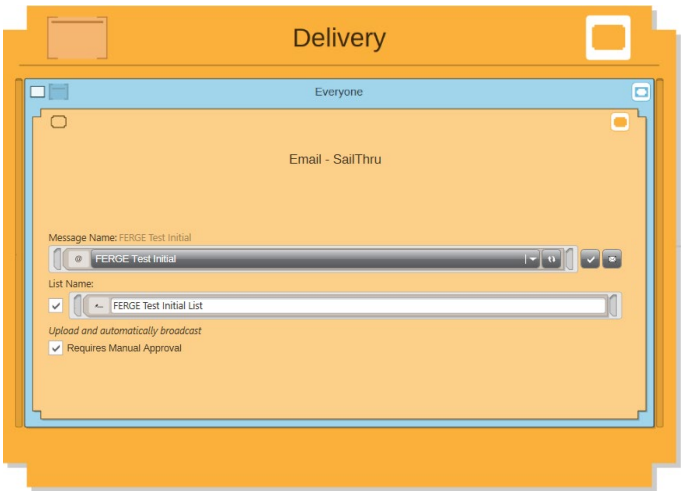
5.2 Broadcasting in PeopleStage

You can now test your channel at any Delivery Stage

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



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



3. You can use the same **List Name** as the **Message Name** or define a custom one

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

Appendix A: SailThru Configuration

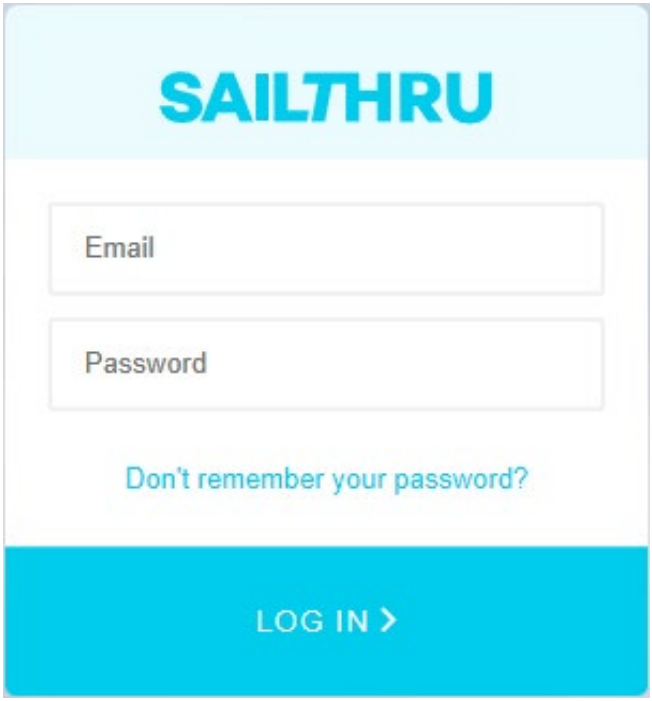
FastStats or PeopleStage uploads a list of subscribers and insert them into the SailThru List

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

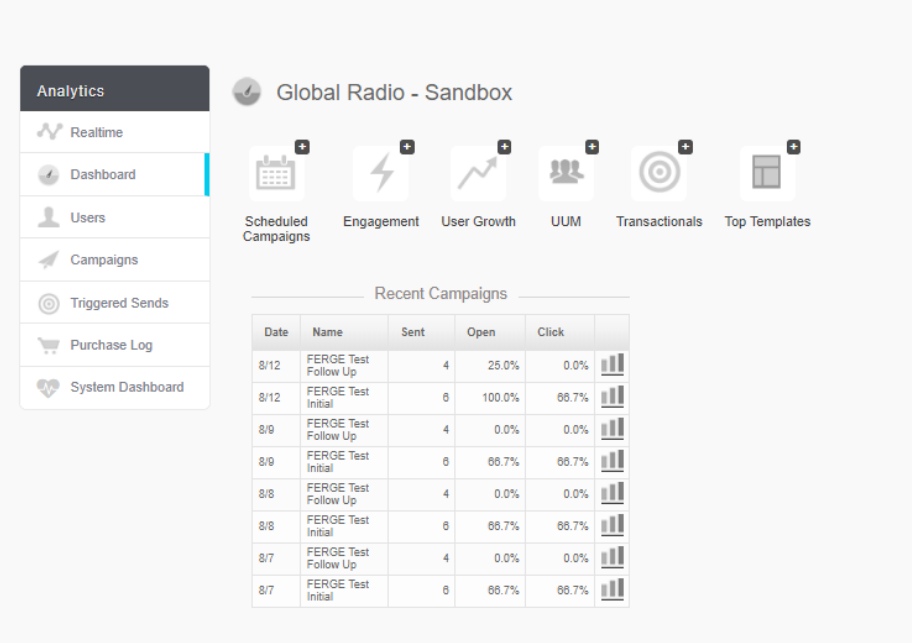
Note:

This section is not a detailed guide on using SailThru, your Client ID and other credentials are provided by SailThru during the signup process, for more information on using SailThru please contact SailThru

1. Login to your SailThru account to access the web-based control panel using the account specific URL provided by SailThru



2. The SailThru dashboard opens



Creating a new Message in SailThru

If this is the first using SailThru, you must create a List and an Email (Message),

- From Users either use an existing List modify it or click **Create New List** you do not need to add subscribers as FastStats or PeopleStage uploads a list of subscribers.

You need to create a Message to use in FastStats or PeopleStage.

- From Messaging > templates step through the wizard to create a basic email and assign it to a List

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

Appendix B: API Parameters

Table 8 – Email Response Gatherer Parameters

Parameter	Reqd.	Default	Description
MESSAGESTARTDATE			A specific date and time from when you wish to retrieve responses from (using yyyy-MM-dd).
MESSAGEENDDATE			A specific date and time to when you wish to retrieve responses to (using yyyy-MM-dd).
MESSAGEPERIOD	Y		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.
EMAILCOLUMNNAME		email hash	This should refer to the column in the Sailthru extract file that holds the hashed email address. This will only be available if it has been originally uploaded from FastStats and is included in the Sailthru Response Extract. The value will get inserted into the email field in the Response table.
URNCOLUMNNAME		extid	This should refer to the column in the Sailthru extract file that holds the FastStats Urn. This will only be available if it has been originally uploaded from FastStats and is included in the Sailthru Response Extract. The value will get inserted into the Urn field in the Response table
DELIVERYDATECOLUMNNAME		send_time	This should refer to the column in the Sailthru extract file that holds the date representing the delivery date. This value will get inserted into the DeliveryDate field in the Response table.
MESSAGENAMECOLUMNNAME		profile_id	The message name is not returned in the Sailthru extract file but a reference is. Therefore, this should typically be left as the default value.
CLICKDATECOLUMNNAME		click_time	This should refer to the column in the Sailthru extract file that holds the date representing the date the link was clicked. This value will get inserted into the ClickDate field in the Response table.
DATEFORMAT		yyyy-MM-dd HH:mm:ss	Specify the date format that is to be used when reading dates from Sailthru.
DATEOFFSET	Y	0	Value in hours to offset any date values received. This allows you to write responses in your current time zone.

LOOKUPBROADCASTIDS ONTHEFLY		false	The default value of 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.
ONLYPROCESSRECORDS WITHBROADCASTID		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.
EXECUTIONTAG	N		When using Smart Execution, this can be used to identify seperate accounts when using the same broadcaster.
EXECUTIONBUFFER	N		Adds a buffer in minutes to the start of the response window. Use this to create an overlap to allow for delayed response notifications.
CONSTANTFIELDS	Y		Broadcaster#Sailthru|System#<SystemName> Where <SystemName> is the … Pipe delimited field of key value constants, seperated by # e.g. Key1#Value1|Key2#Value2.

Table 9. The following data is inserted into the FastStats Email Response Table

	Required	Response Table field	SailThru extract file column
EMAILCOLUMNNAME	N	Email	Email address
COMMUNICATIONKEYCOLUMNNAME	N	CommunicationKey	FastStats Communication Key. Only be available if it has been previously uploaded from FastStats
RUNCOLUMNNAME	N		Reserved for future use
TYPECOLUMNNAME	N	MessageType	Response type
MESSAGENAMECOLUMNNAME	N		The message name is not returned in the SailThru extract file, but a reference is, this should typically be left as the default value
DELIVERYDATECOLUMNNAME	N	DeliveryDate	Delivery date
CLICKURLCOLUMNNAME	N	ClickUrl	The name of the URL that was clicked
CLICKDATECOLUMNNAME	N	ClickDate	Date the link was clicked
EVENTTRIGGEREDDATECOLUMNNAME	N	EventTriggeredDate	Date the response occurred
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.
CONSTANTFIELDS	N		Pipe delimited field of key value constants, seperated by # e.g. Key1#Value1|Key2#Value2.
DATEFORMAT	N	UnixTimeStamp	Date format used e.g. dd.MM.yyyy HH:mm
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.
EXECUTIONTAG	N		When using Smart Execution, this can be used to identify seperate accounts when using the same broadcaster.
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
MESSAGEENDDATE	N		A specific date and time to when you wish to retrieve message names for the lookup in the format you specify (using yyyy-MM-dd HH:mm:ss).
MESSAGEPERIOD	N	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.
MESSAGESTARTDATE	N		A specific date and time from when you wish to retrieve message names for the lookup in the format you specify (using yyyy-MM-dd HH:mm:ss).
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.
RECEIVERPAGESIZE	N	5000	The page size of receiver's data to return when calling apis GET /v2/reports.json/{id}/receivers and GET /v2/groups.json/{group_id}/receivers. Maximum 5000.
REMOVEFILES	N	true	
REPORTSPAGESIZE	N	100	The page size of reports data to return when calling api GET /v2/reports.json. Maximum 100.
RESPONSEENDDATE	N		A specific date and time to when you wish to retrieve responses to in the format you specify (using DATEFORMAT).
RESPONSEPERIOD	N	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.
RESPONSESTARTDATE	N		A specific date and time from when you wish to retrieve responses from in the format you specify (using DATEFORMAT).

Table 10 – Email Broadcasting Parameters

Parameter	Required Y/N	Default	Description
API Key (Reqd)	Y	.	SailThru API Key
Secret (Reqd)	Y		SailThru Secret
Add External Id	Y		Selected (default)
Use Dated List	Y		Selected (default)
Dated List Format	Y		yyyyMMdd-HHmmss
From Email			Optional. Enter the from email address for your message, leave blank to use the from email address in the SailThru Message template.
Upload Empty Lists	Y	true	Selected (default)
Encoding	Y		Use UTF8

Note:

The SailThru **API Key** and **Secret** can be obtained from SailThru

Appendix C:Example Batch File

Example batch file to use with FERG and scheduling

```
@echo off
REM**************************************************************************
REM File Name: SailThruBatchFile.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 **************************************************************************
REM IMPORTANT Change the drive letter to match the drive you have created your FERG directory
C:
cd C:\FastStats\FERG
cls
SET FERG="%ProgramFiles%\Apteco\FastStats Email Response Gatherer x64\EmailResponseGatherer64.exe"
SET LOGFILE="Logs\SailThru.txt"
SET LOGFILEDETAILS="Logs\ SailThru _Details.txt"
echo. >> %LOGFILE%
echo. >> %LOGFILEDETAILS%
echo %date% %time% - Starting FastStats SailThru Response Download >> %LOGFILE%
echo %date% %time% - Starting FastStats SailThru Response Download >> %LOGFILEDETAILS%
echo. >> %LOGFILE%
>> %LOGFILEDETAILS%
echo.
%FERG% SailThru.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 Elaine Responses OK >> %LOGFILE%
goto Complete

:FailedLogin
echo %date% %time% - FastStats Gatherer Failed - Login Failed to Elaine >> %LOGFILE%
goto Complete

:FailedDownload
echo %date% %time% - FastStats Gatherer Failed - Downloading from Elaine >> %LOGFILE%
goto Complete

:FailedLogout
echo %date% %time% - FastStats Gatherer Failed - Logging out of Elaine >> %LOGFILE%
goto Complete

:FailedException
echo %date% %time% - FastStats Gatherer Failed - Elaine API Exception >> %LOGFILE%
goto Complete

:Complete
echo %date% %time% - Completed FastStats Elaine 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\Sailthru.xml'.`

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

%FERG% SailThru.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.

Errors relating to running a campaign

These errors can occur due to

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