Apteco

Technical Guide

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

Mapp Integration Guide
D067T3X003 – February 2020

MAPP Integrations Guide

D067T3X003 - March 2020

Revision Tracking Sheet

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

Note:

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

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

PageRevision

All pages updated August 2019

February 2020 - Added Response Queue content

Added the following Response parameters:

- LOCALTIMEZONE
- SEREVERTIMEZONE

See Appendix B

March 2020

Added note for Xmljob folder in FTP root

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1 Introduction

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

Note:

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

1.1 Summary of MAPP Functionality

Technology

MAPP integrates with your FastStats system by utilising SOAP transport over HTTP/S.

Supported Integrations

MAPP supports all the above integration options.

Note:

At the time of writing this guide Teradata was the name used in the Apteco Marketing Suite. Select Teradata from the Response Gatherer, FastStats Plugin Configurations > Edit Template, and the PeopleStage Channel Editor

Type of Integration - Predefined

MAPP is a Predefined integration meaning the output is defined by an administrator and will be structured to match the required field layout of the Digital Integrator's subscriber database. Typically, this type of list will contain standard and transactional data.

Response Queue

Introduced in Q1 2020

This integration supports the Response Queue option for collecting responses.

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

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

The

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=<username>;Password=<password>;
- 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
- If you are using the response queue, you need to specify a v13 or higher URL e.g. URL=https://cook.shortest-route.com/apteco-demo/api/rest/v13

Important:

You must configure the MAPP system, *see appendix A

- The Username and Password for your MAPP Control Panel and the API Username and Password
- The MAPP *Message and *List (Group) name
- The Import Automatic ID (Id from your *Process Control XML Automation)
- Your own FTP folder with username and password
- Create a directory in the root of your ftp site called **XmlJob** for the Apteco Marketing Suite upload the Mapp Package files that control the audience

Note:

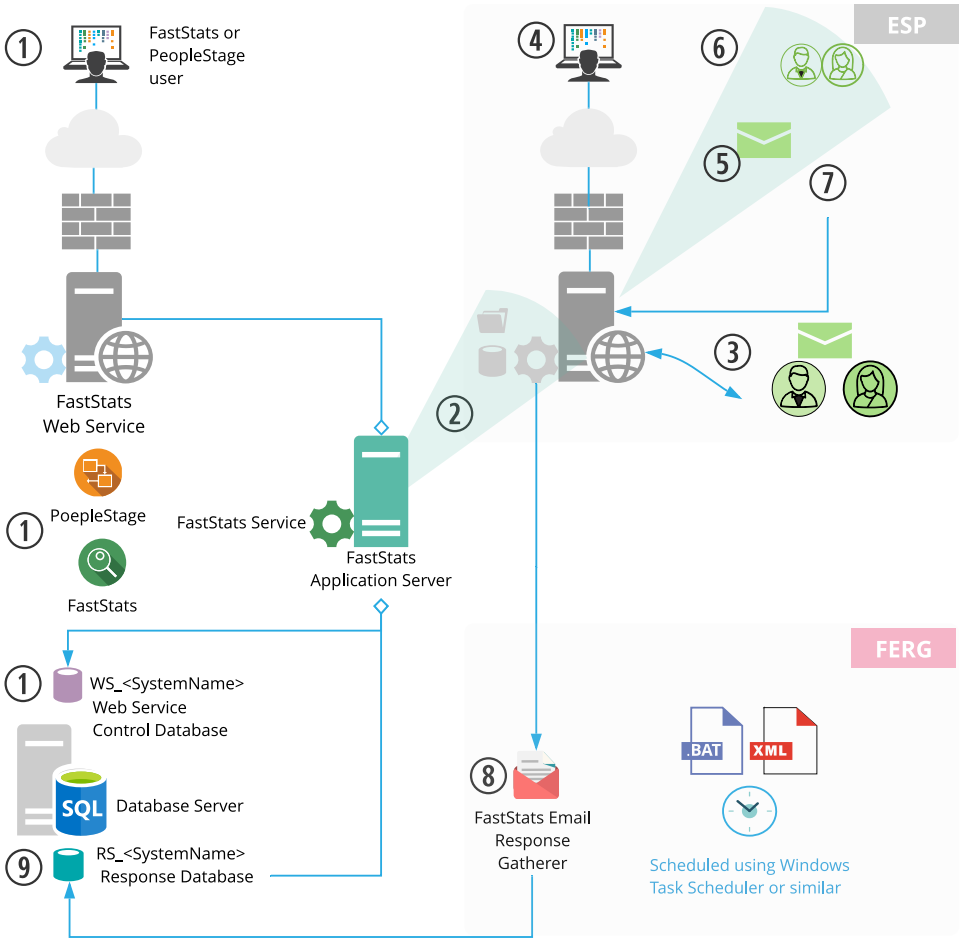
All communication is done over a secure channel so access over port **443** is required

2 Process Summary

2.1 Architecture

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

Schematic showing campaign scheduling performed in MAPP.



1. A broadcast is initialised through the FastStats Web Service using **FastStats** or **PeopleStage**, which inserts a job into the Web Service Control database (WS_DB).
2. The **FastStats Service** picks this job up, uploads the list to MAPP via SOAP communication.

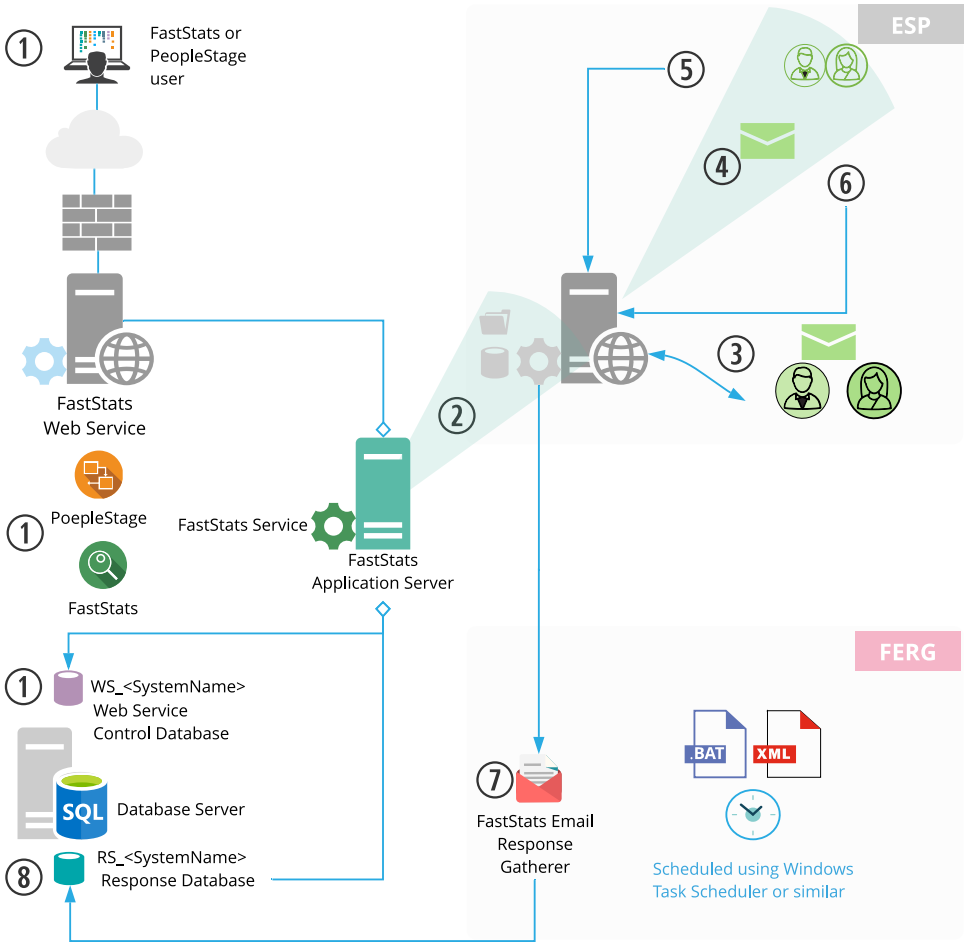
Note:

Step 2 You need an FTP account to upload to MAPP.

3. MAPP 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 MAPP web interface.
5. MAPP sends Messages to all recipients on the list.
6. MAPP records any undelivered messages.

7. MAPP records a response for each interaction with a message (for example opens and clicks).
8. The FastStats Email Response Gatherer (**FERG**) retrieves responses for a selected period, smart execution is used to determine the period from when you last ran the collection or using a start date and end date.
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 MAPP 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 Template in MAPP.

3 Apteco System Configuration

3.1 Creating the Response Database

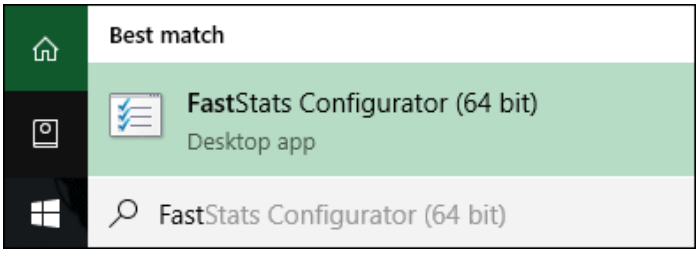
You will need to create a response database to receive your responses from the ESP.

A PeopleStage system will already have this database

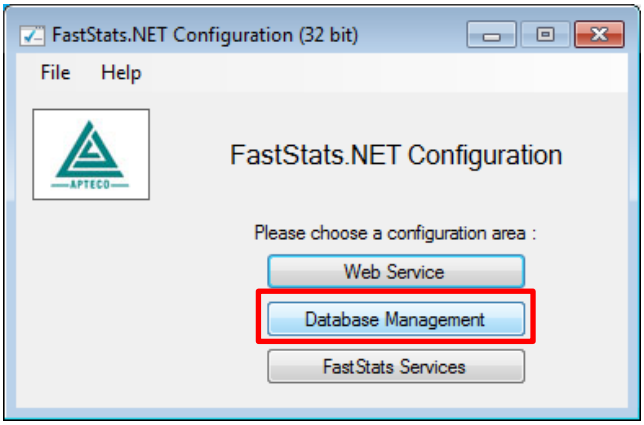
Note:
If PeopleStage has been installed this step can be omitted as the RS_<SystemName> database will have been created. Continue from **Chapter 3.3**

1. Open the FastStats Configurator.

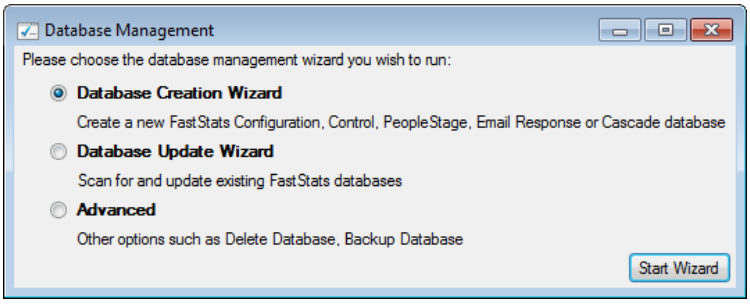
Tip:
Search for Fast in the Start Menu



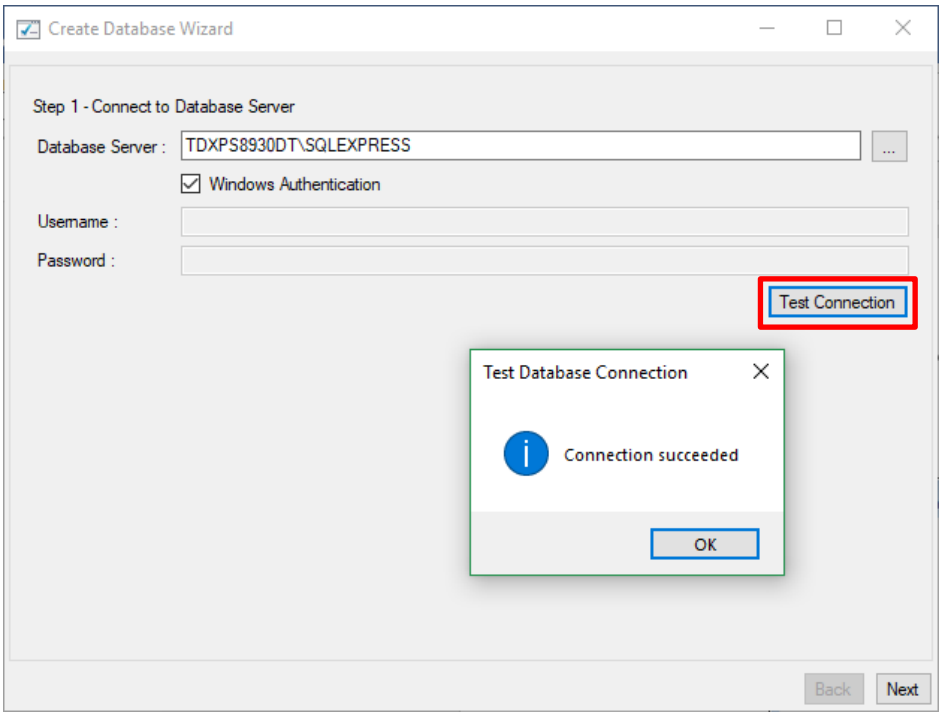
2. Select **Database Management**.



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

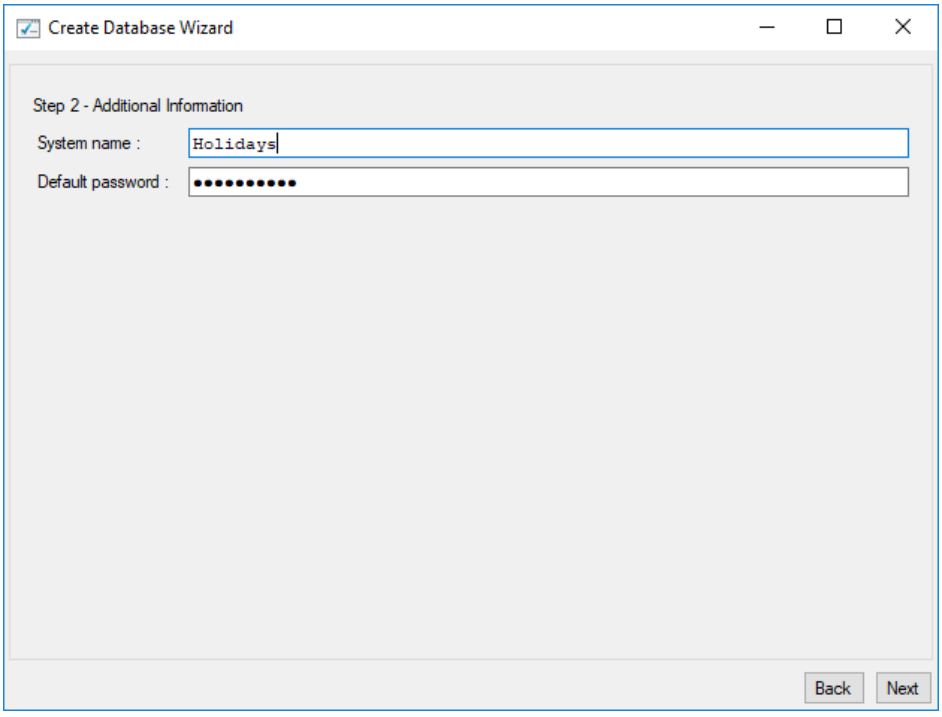


4. Enter the name of the **Database Server** where you wish to store the response database, click **Test Connection**

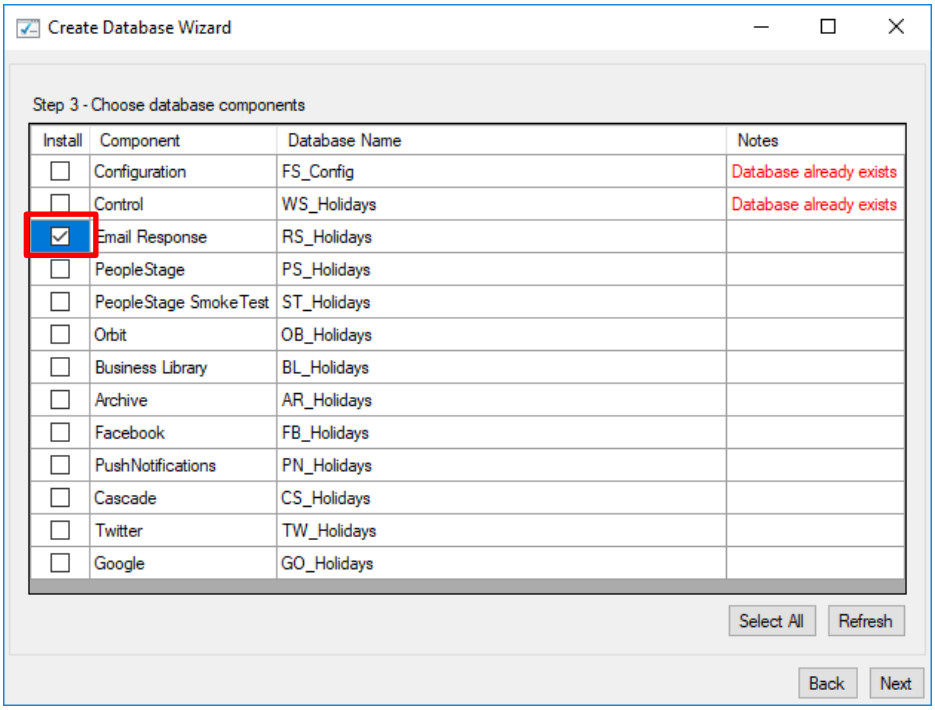


Note:
The Database Server name can be found by launching SSMS and finding the SQL Instance for your FastStats system, for example TDWIN10B\SQLExpress.

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



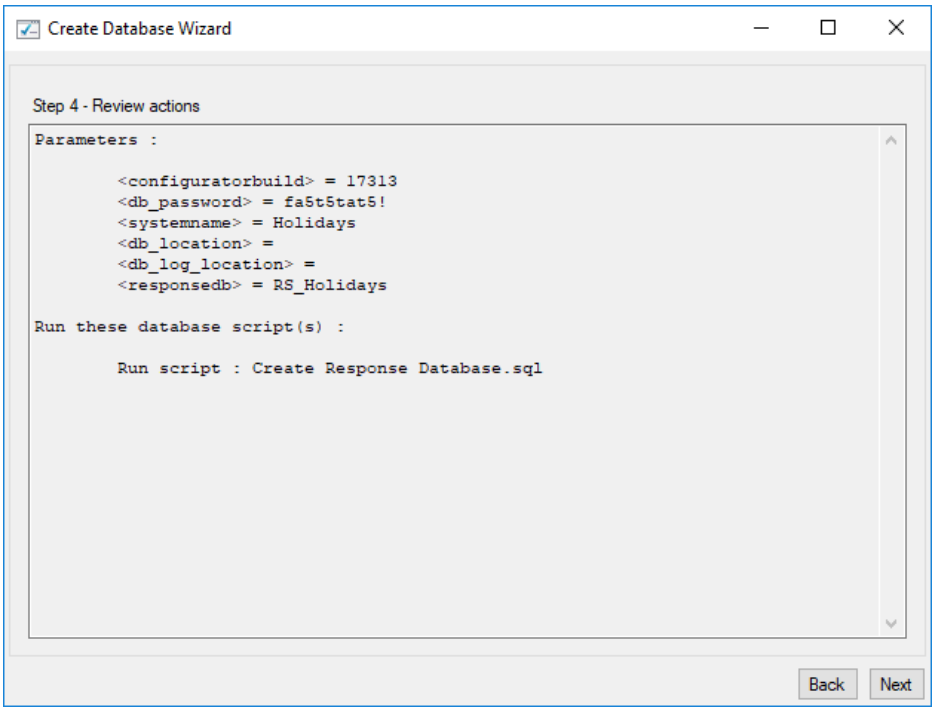
6. Select the **Email Response** check box, then click **Next**.



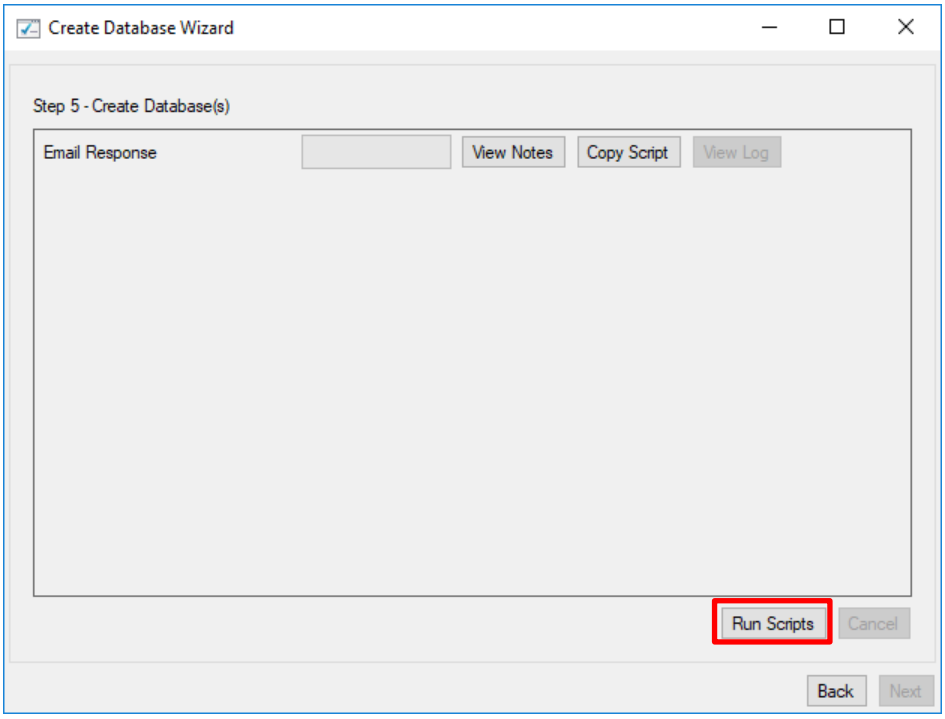
Note:

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.

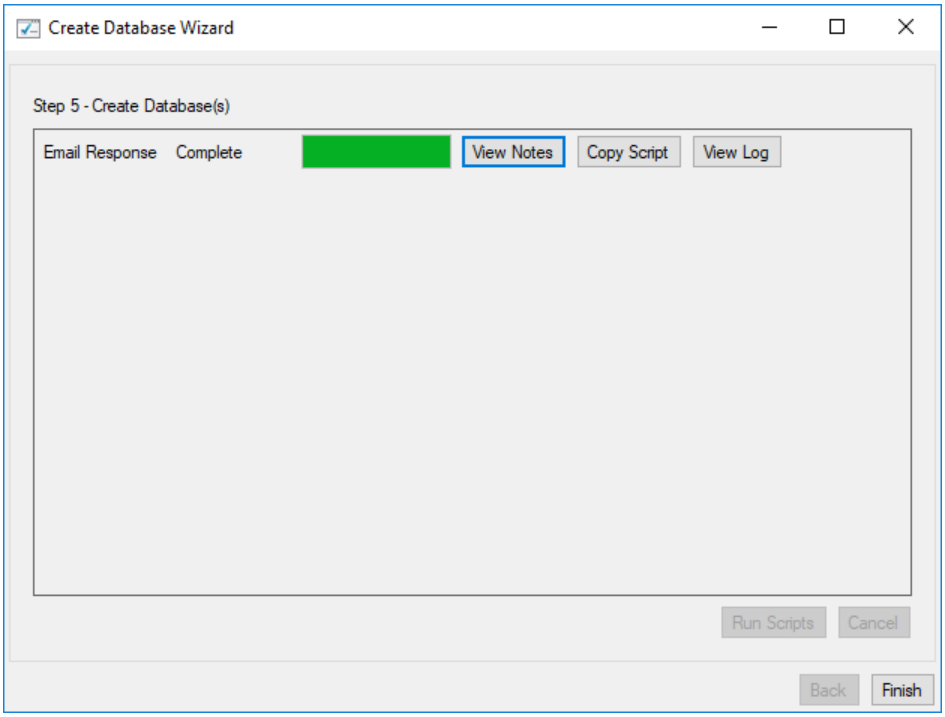
7. Click **Next** on the Review actions step.



8. Click **Run Scripts.**



9. Click **Finish.**



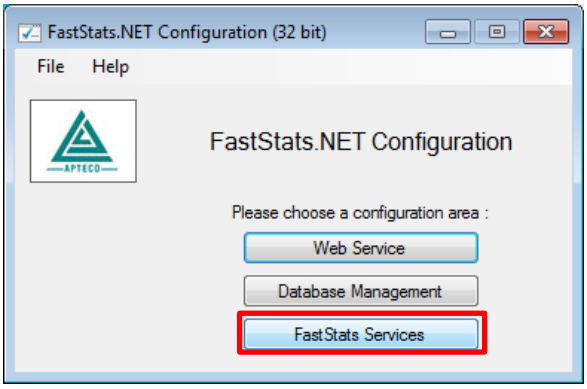
3.2 Linking the Response Database to the FastStats Service

You need link the response database to the FastStats service.

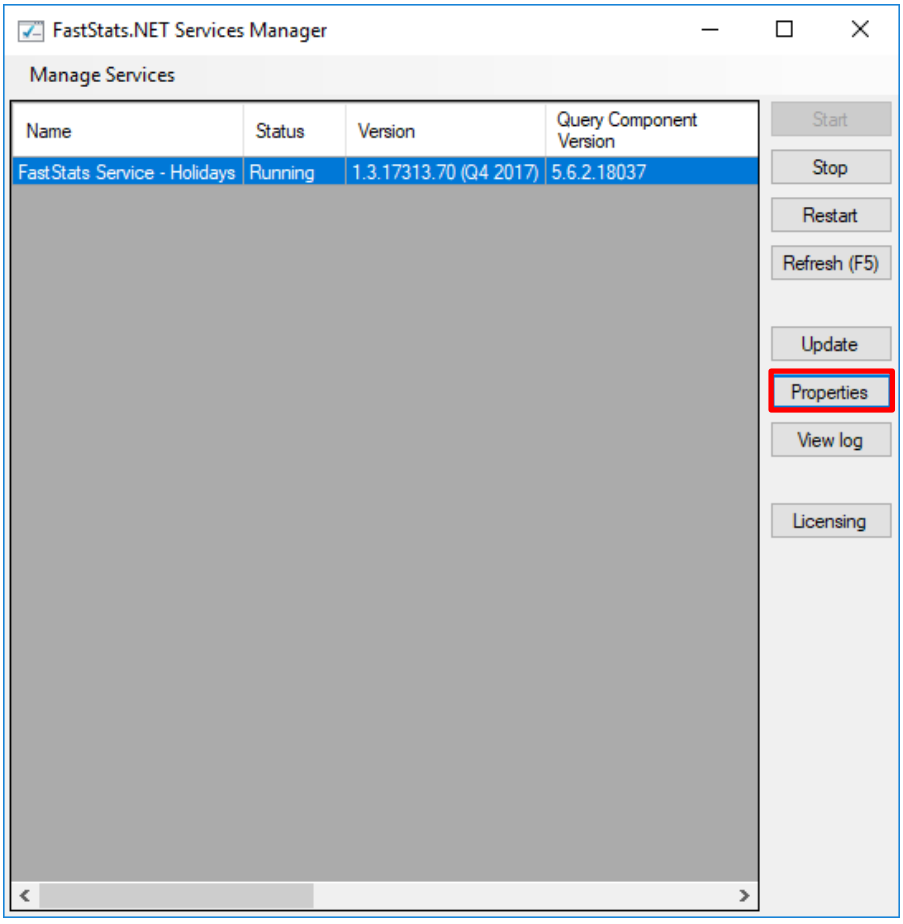
Note:

If PeopleStage has been installed this step can be omitted as the RS_<SystemName> database will have been created. Continue from **Chapter 3.3**

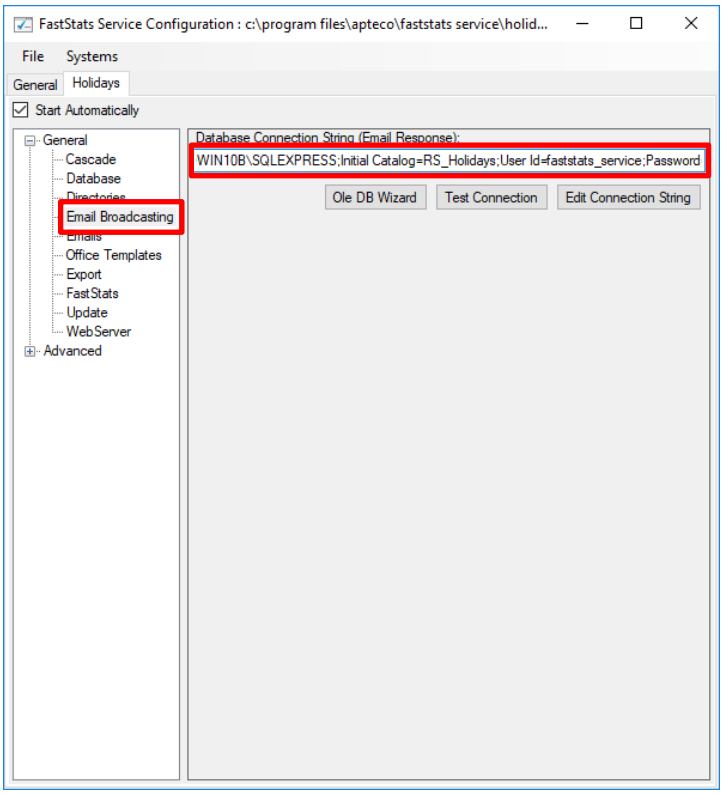
1. Open the **FastStats Configurator**
2. Select **FastStats Services**



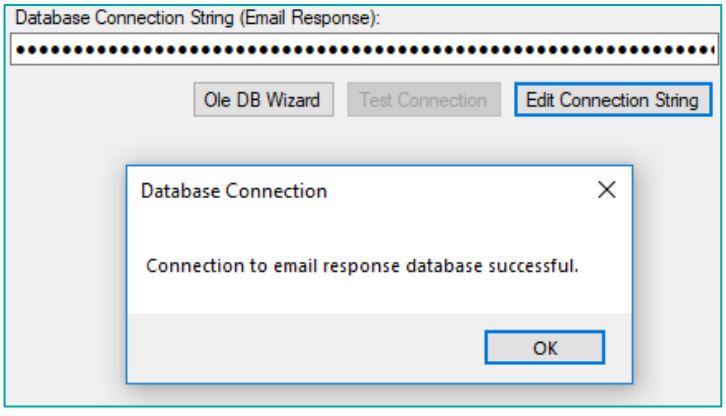
3. Select the **FastStats Service** for the system to link to the response database, click **Properties**



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

General Considerations:

For broadcasts to work correctly you will need to ensure that the FastStats server has access to the relevant MAPP servers through port 80

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.

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:

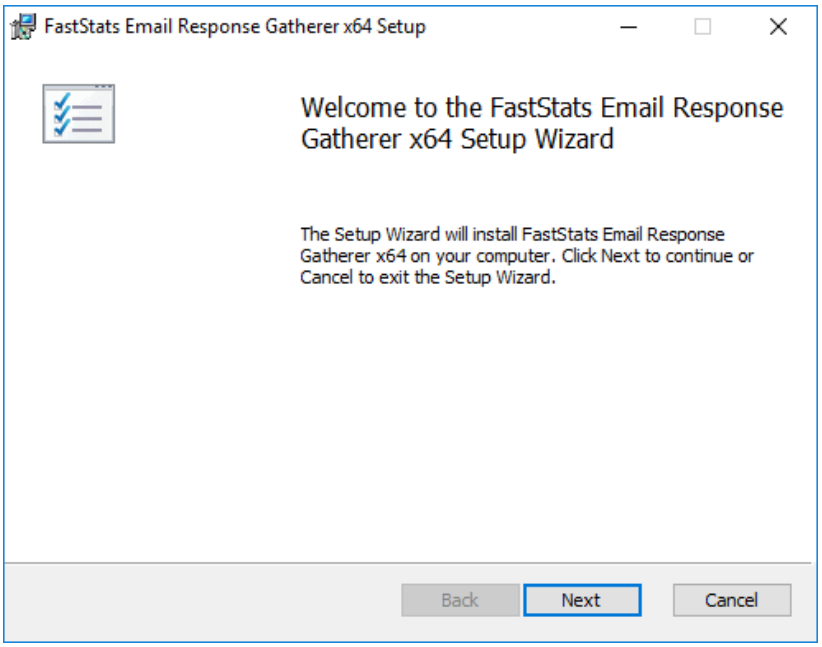
https://www.apteco.com/portal/software-releases

Note:

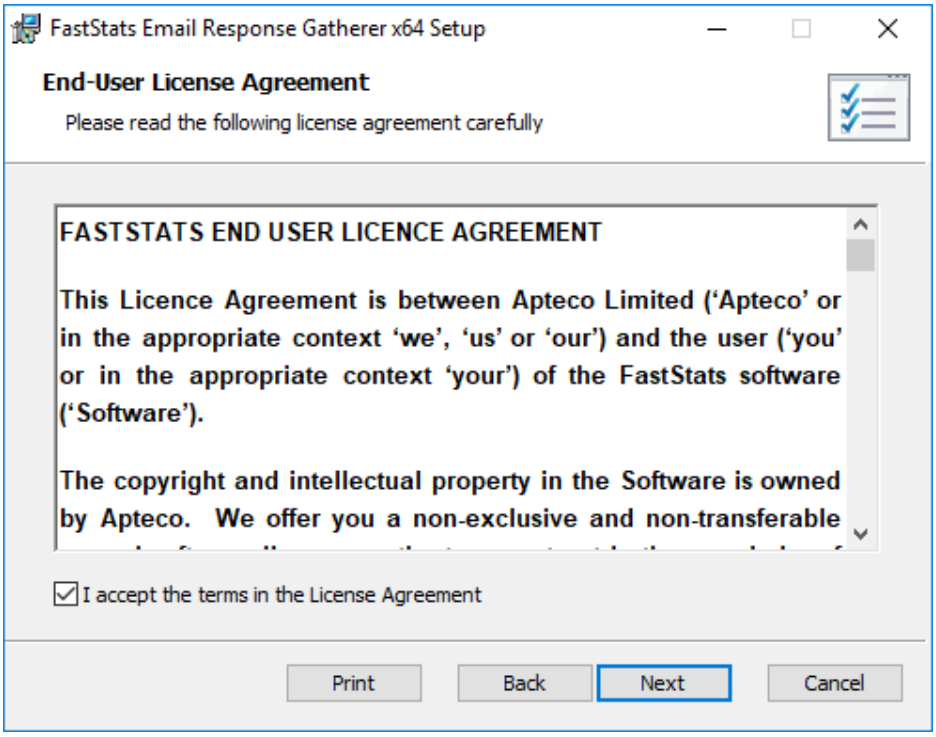
The FastStats Email Response Gatherer application can run on any PC in your system.

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

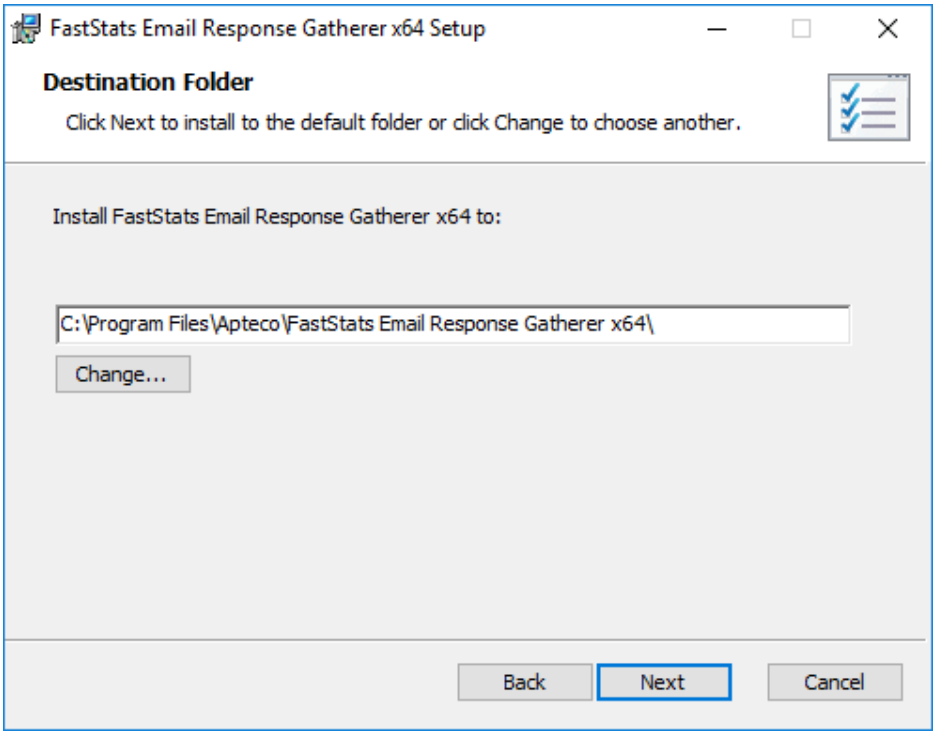
1. Click **Next.**



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



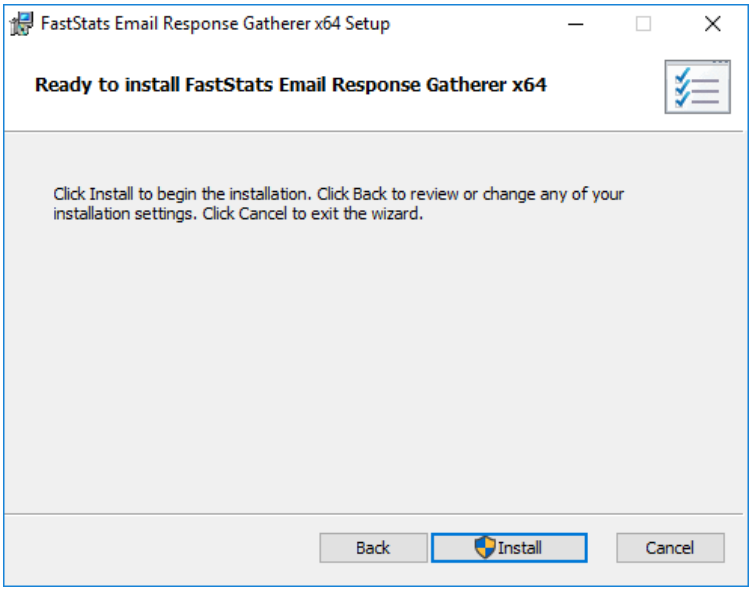
3. Click **Change** if you wish to install the Email Response Gatherer application in a different location then click **Next**



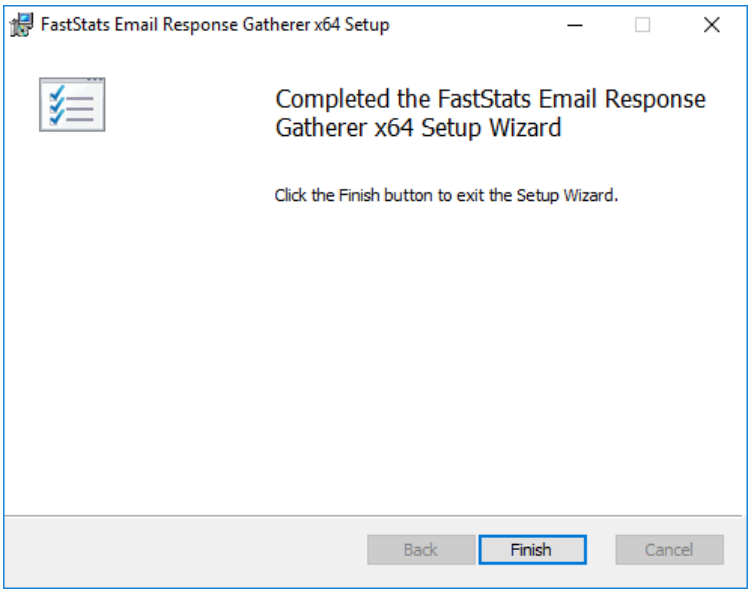
Note:

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.

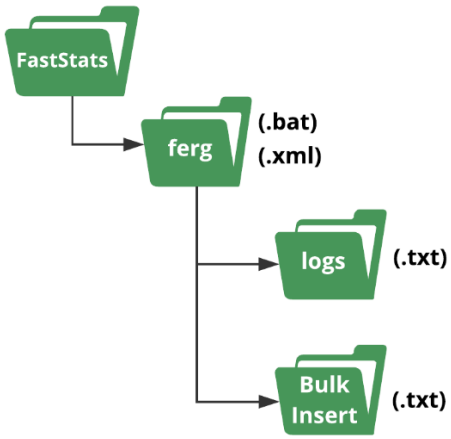
Table 1 – Files Associated with the Response Gatherer

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

Note:

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 inside the existing FastStats directory.



Important:

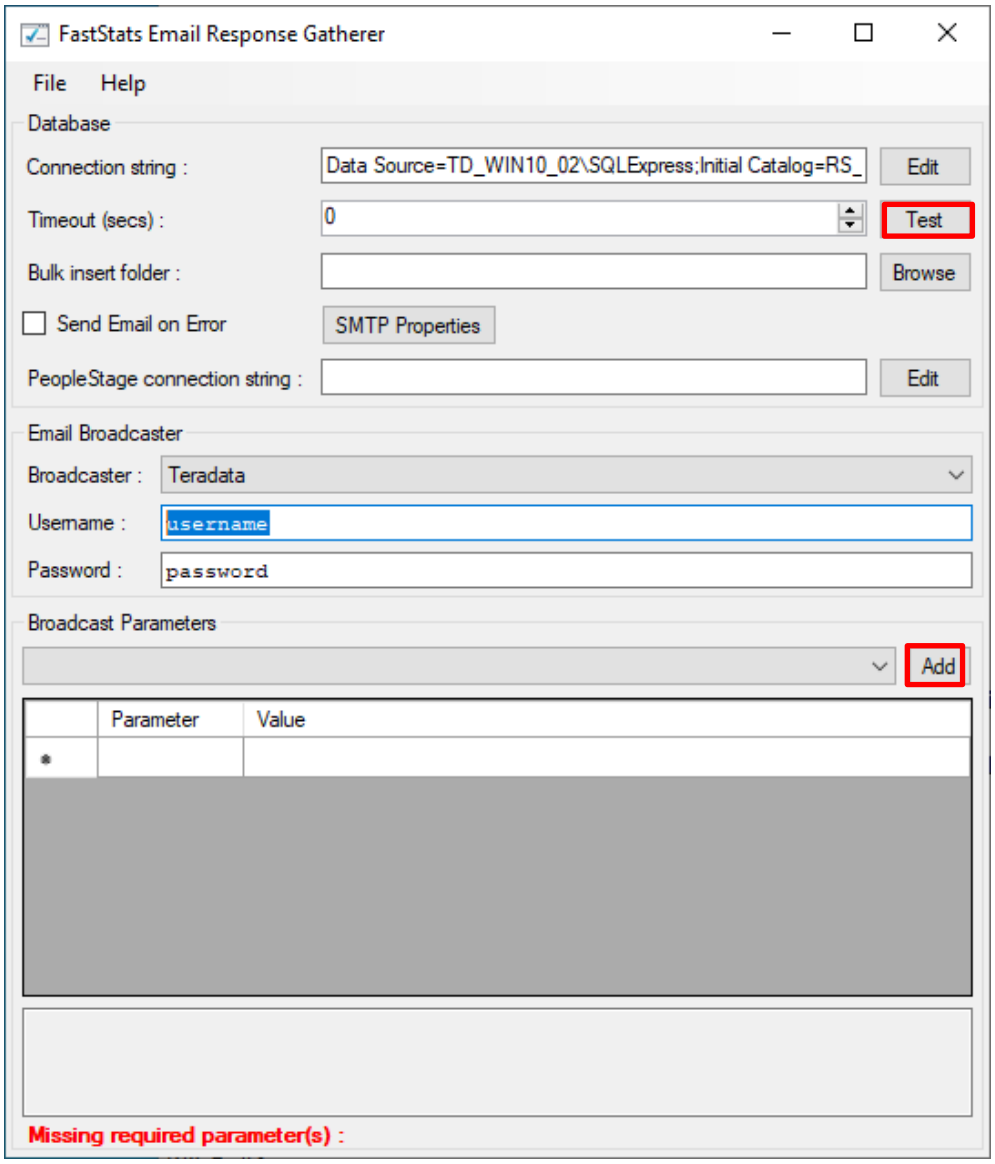
The bulk insert directory must be accessible from the SQL server and the user running the SQL Server Service must have read permissions to it.

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 [Comments] from the Broadcaster drop-down list
3. Enter the **FTP Username** and **Password** to use with the MAPP 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



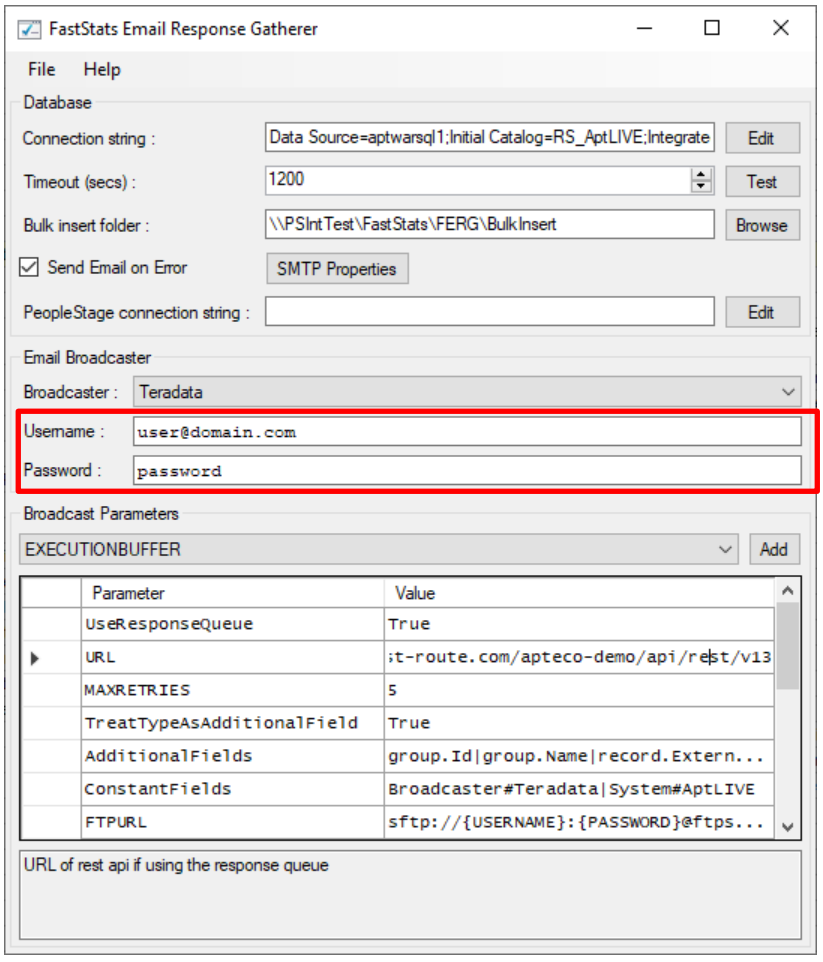
Note:
The Email Response Config application displays a warning message about required parameters until you have included them all.

Table 2 – EmailResponseConfig Parameters

Dialogue Item	Settings to use
Connection String (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 optimise 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 MAPP

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

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.

Username and **Password** - The username and password relates to the ftp access and will replace the {USERNAME} and {PASSWORD} placeholders in the FTPURL.

3.5.1 Response Queue Mechanism

Setting the USERESPONSEQUEUE parameter to true enables the Response Queue mechanism.

Generally, we recommend scheduling the response queue mechanism to run every 10 minutes in order to get the very latest responses.

We also recommend configuring a response gatherer with USERESPONSEQUEUE set to false to run each day before the build to ensure that you have a consistent view.

Note:
If you are using the response queue, you need to specify the URL (must be at least v13)

URL=https://cook.shortest-route.com/apteco-demo/api/rest/v13

Your username and password will need to be the api credentials that have been setup

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.

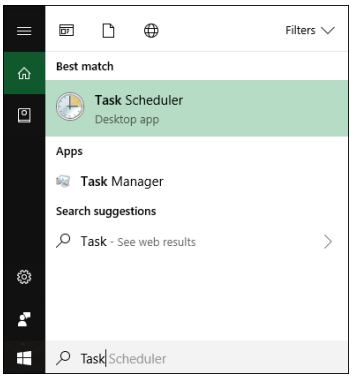
Create or modify the batch file using Notepad++ or similar text editor, see appendix B for an example file, save the file to the batch and xml file directory.

Using Task Scheduler

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

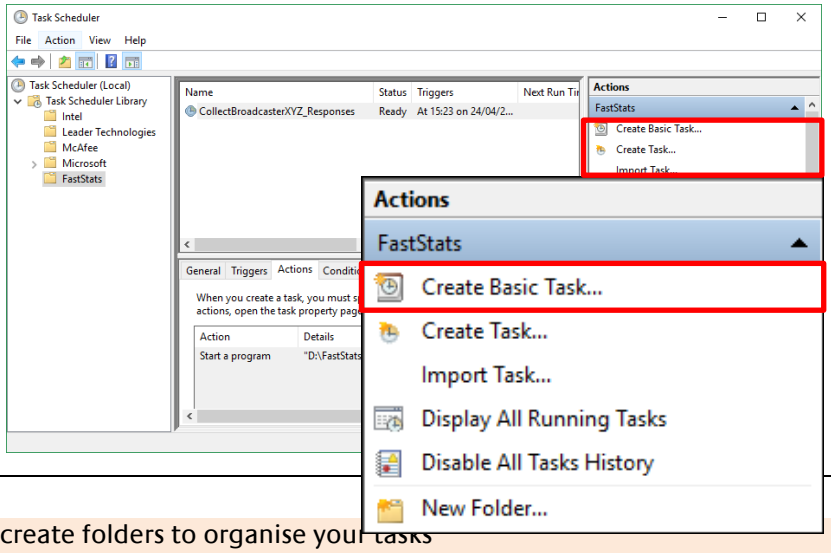
1. Open Windows **Task Scheduler**

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



The Windows Task Scheduler opens

2. Select **Create Basic Task**

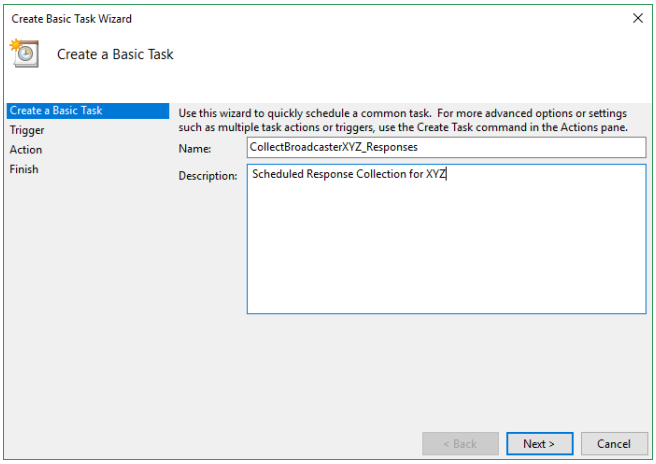


Tip:

You can create folders to organise your tasks

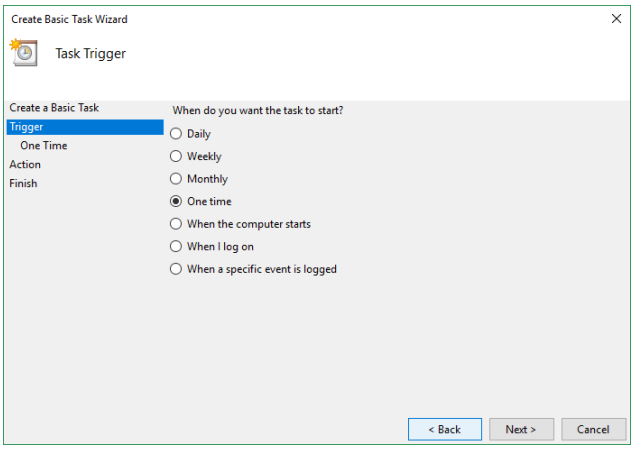
3. **Create a Basic Task** step

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

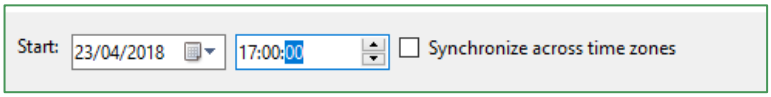


4. **Task Trigger** step

   a. Select the **Trigger** interval

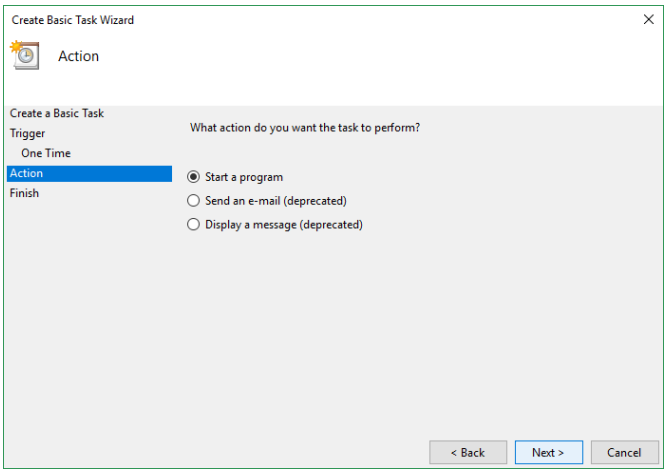


   b. Enter the Start Date and Time or relevant sub-step details



5. **Action** step

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

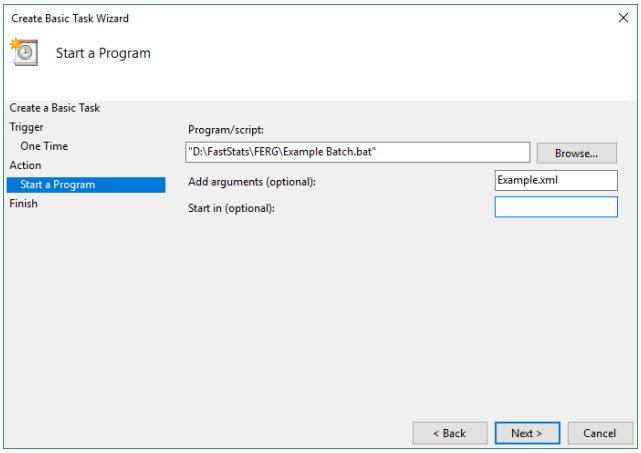


6. **Start a Program** Step

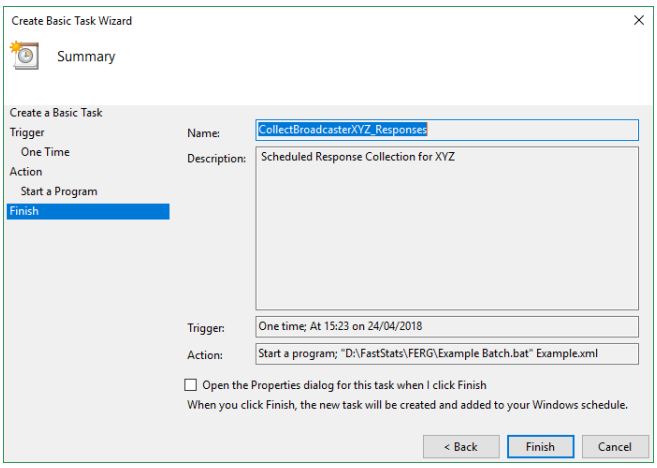
    a. Click **Browse** then navigate to the folder containing your batch files, select the file to use and click **Open**

    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:

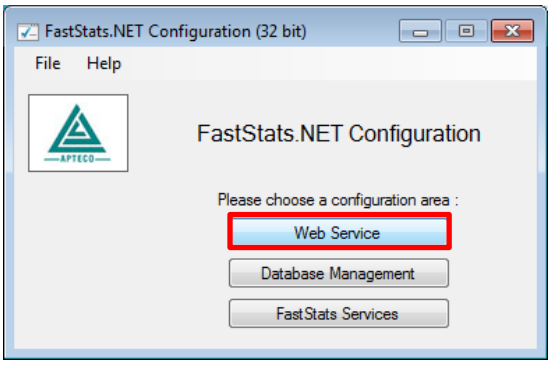
You must log in as an administrator to perform the following task.

The Email Broadcasting Wizard is required for FastStats use only.

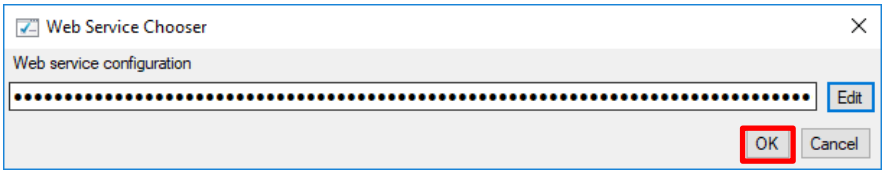
4.1 Enable Email Broadcasting

You must enable the Email Broadcasting wizard plugin.

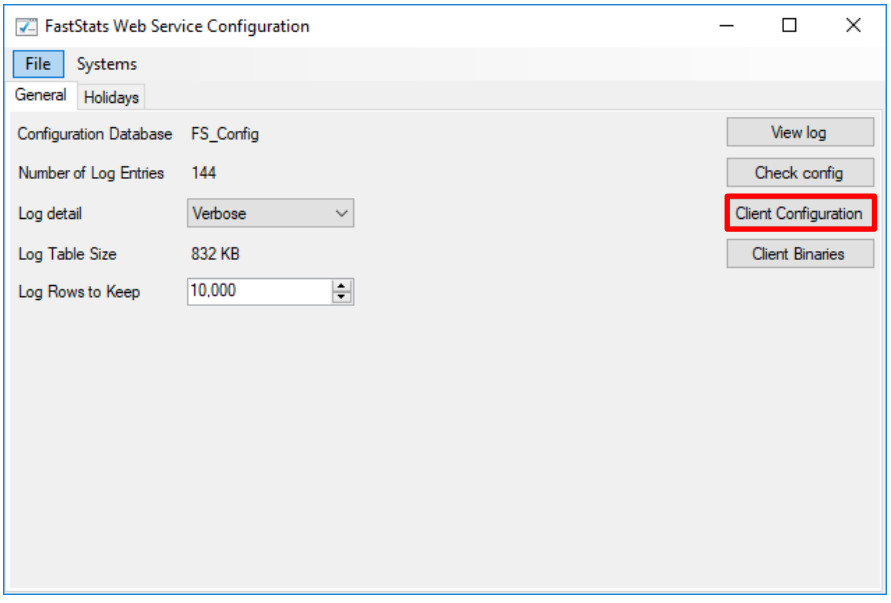
1. Open the **FastStats Configurator**
2. Select **Web Service**



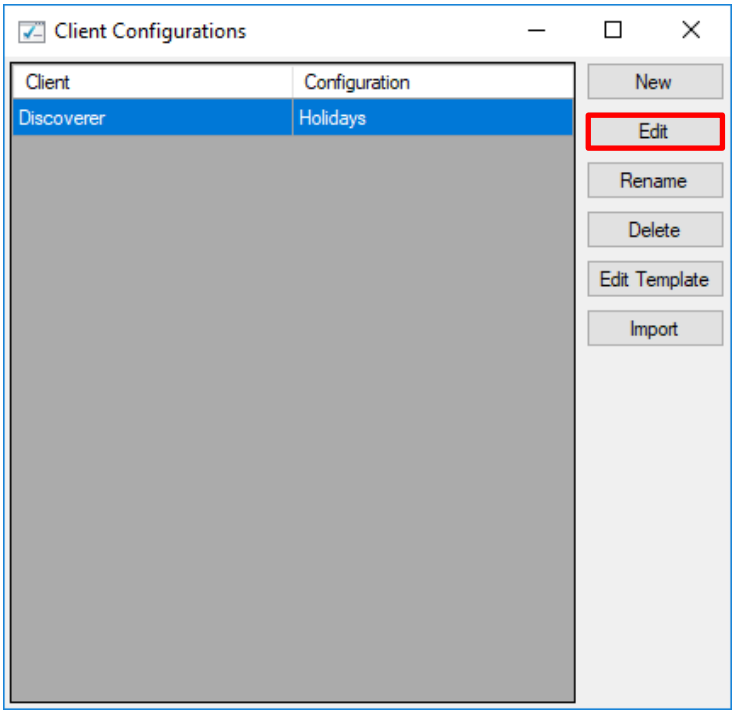
3. Click **OK** on the Web Service Chooser dialogue box



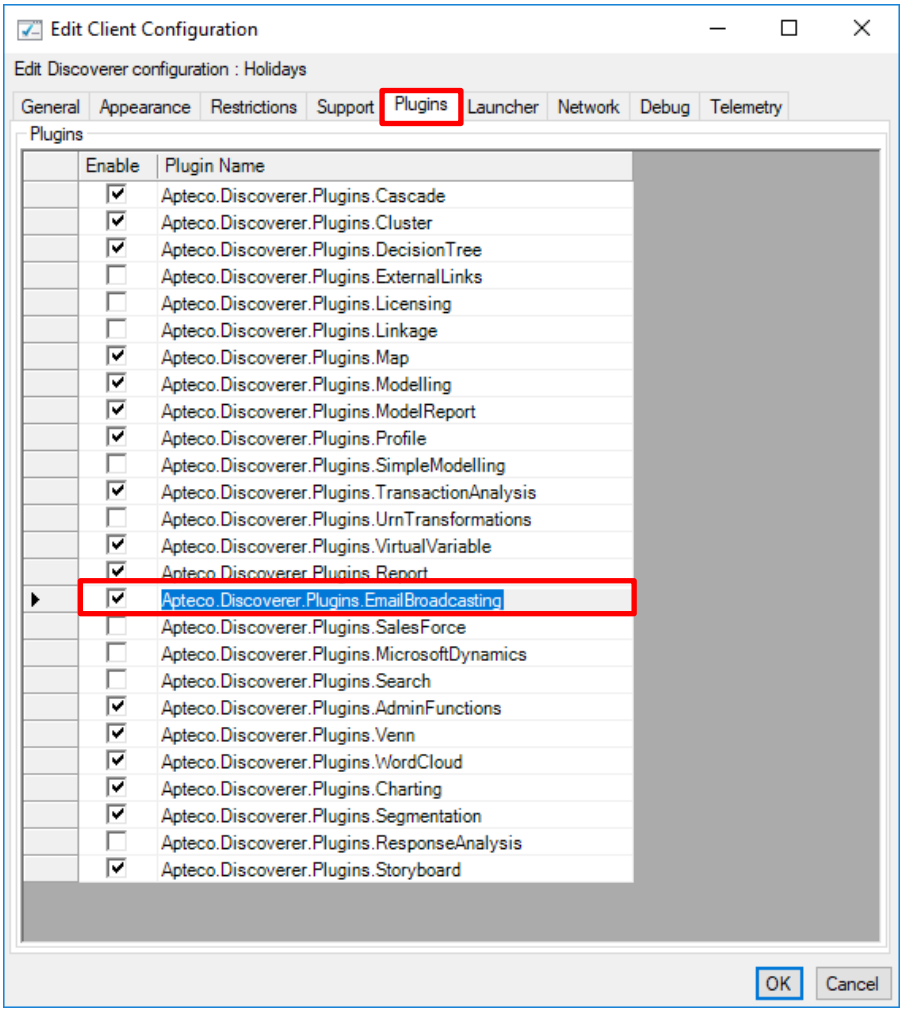
4. Click **Client Configuration**



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

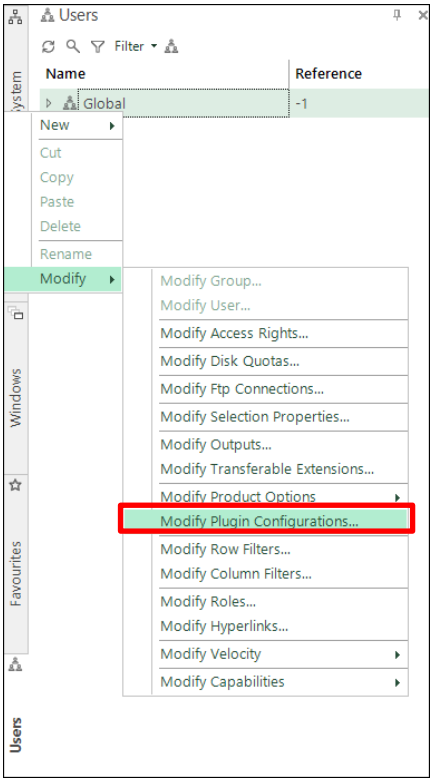


6. On the Plugins tab ensure the **Apteco.Discoverer.Plugins.EmailBroadcasting** check box is selected then click **OK**

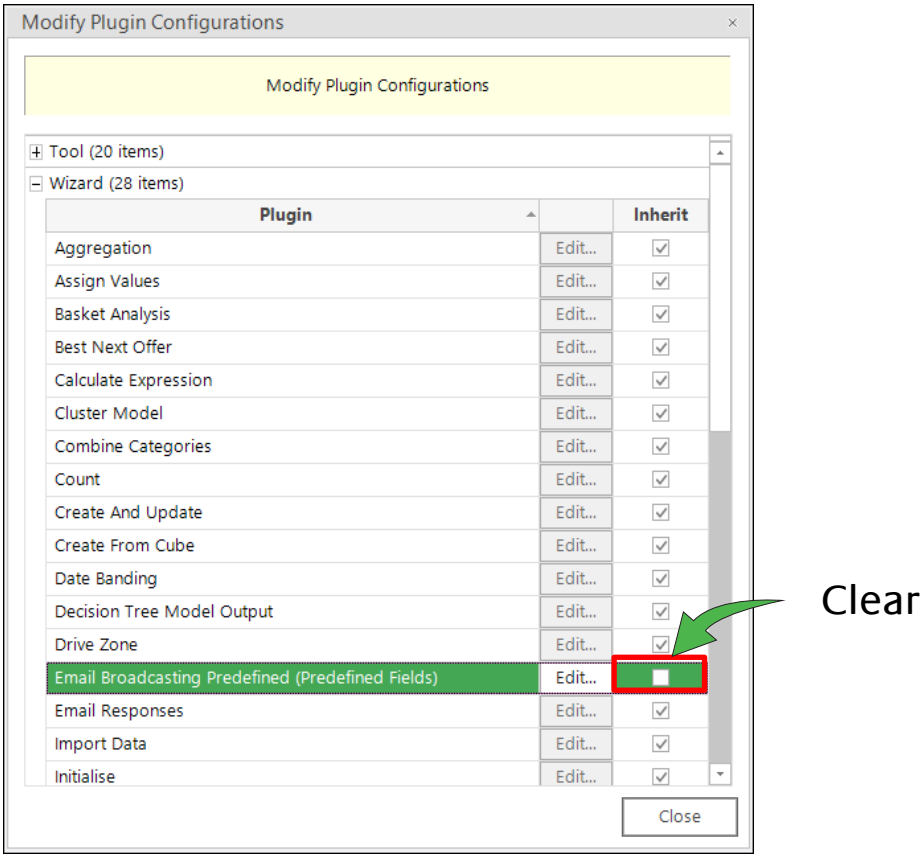


4.2 Configuration in FastStats

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

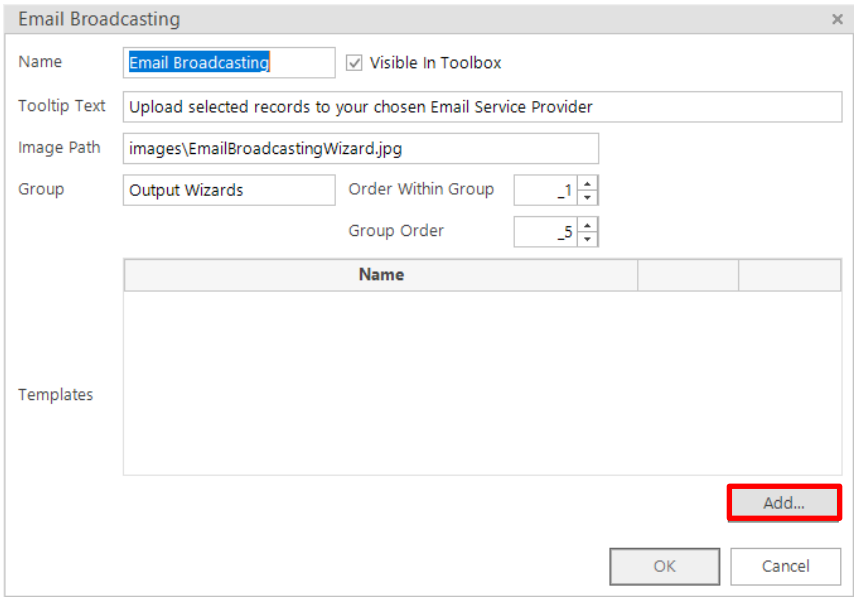


2. Expand the **Wizard** node then **clear** the **Inherit** check box for **Email Broadcasting (User Defined Fields)** and then click on the **Edit** button.

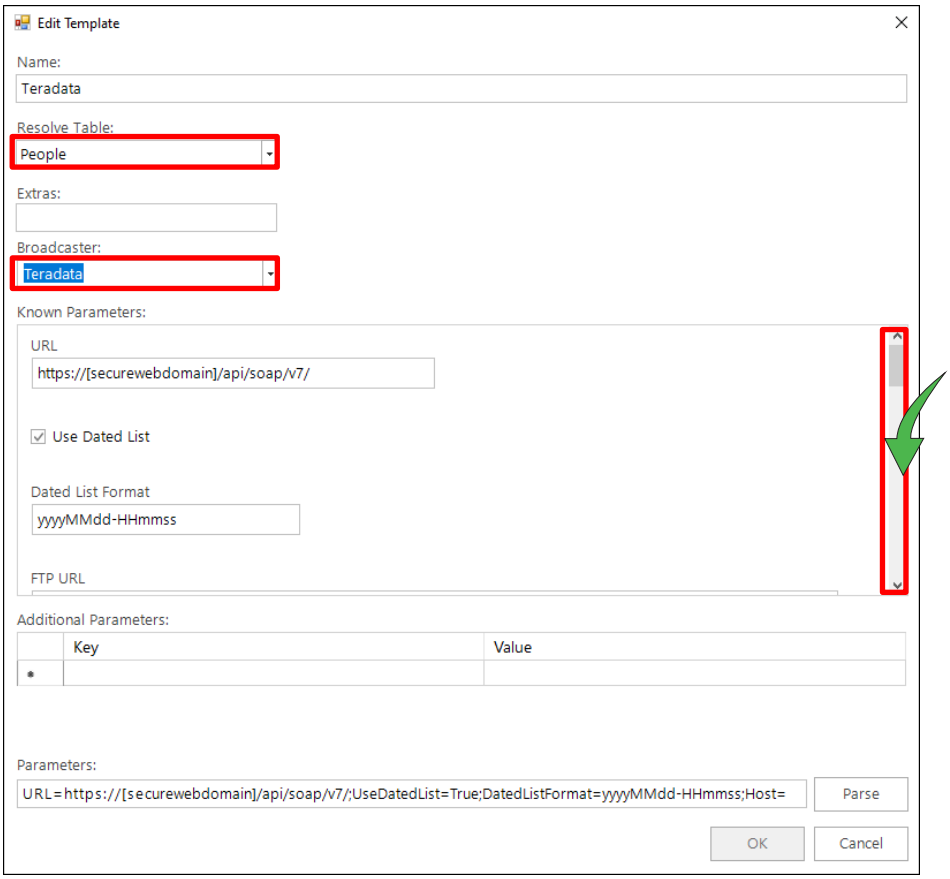


Clear

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



4. Enter a **Name**, select the appropriate **Resolve Table** from the drop-down and select Teradata 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 MAPP account.

Table 3 – Edit Template Known Parameters Settings

Parameter	Settings to use
URL	https://[securewebdomain]/api/soap/v7/ Replace [securewebdomain] with the domain provided by MAPP, you need v13 or higher to use the Response Queue mechanism
Use Dated List (optional)	Default = True (check-box selected)
Dated List Format (optional)	yyyyMMdd-HHmmss
FTP URL	e.g ftp.apteco.com/foldername
FTP Username	Your FTP username
FTP Password	Your FTP password
SFTP Private Key (optional)	blank by default (only relevant if using a private key on the FTP site)
Host	sslh.teradatadmc.com
Urn Field Name	Person URN
FTP Protocol	sftp
Send Id Field Name (optional)	Creates a Member Attribute of the same name on the group that holds a unique reference to the upload
Segment Field (optional)	This will create a Member Attribute of the same name on the group that holds the dated version of the list name.
Import Automatic Id	Automation id of the Process Control XML Trigger Automation setup on your account.
Auto Broadcast	Default = True (check-box selected)
System Field Names	Identifier|Email|MobileNumber|FirstName|LastName (blank by default, enter a list of pipe delimited fields)
Message Retrieval Period	1M
Named Attributes	BusinessName|City (blank by default, enter a list of pipe delimited fields)
Group Template Attribute	Group Template Attribute name in Mapp
Group List Attribute	Group List Attribute name in MApp
Encoding	UTF8

Note:

*These settings will be specific to your MAPP account.

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

Note:

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

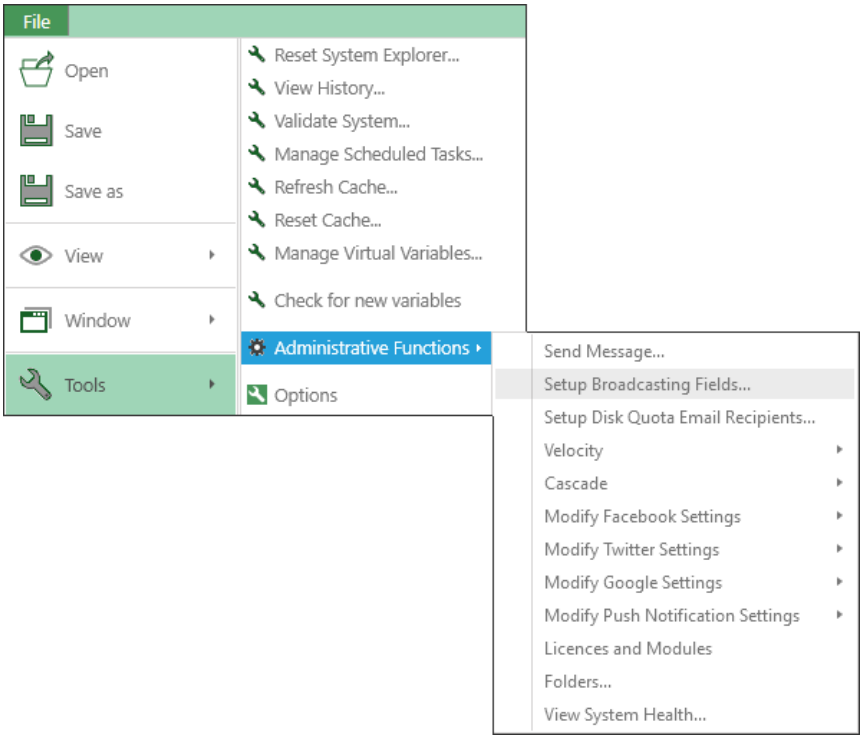
4.3 Adding a Predefined Broadcasting Field Set

As MAPP is a predefined digital integrator, you need to define a predefined output sequence which will identify the variables that will be uploaded in your list.

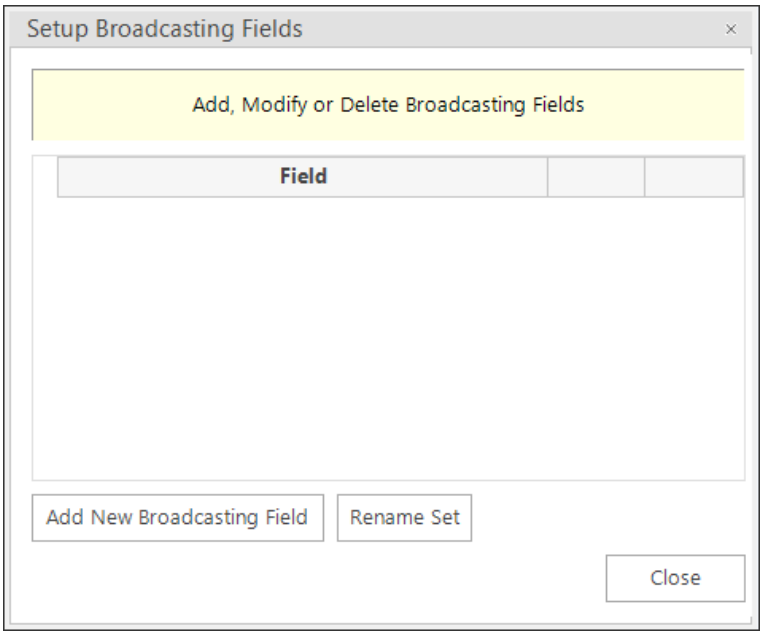
Note:

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

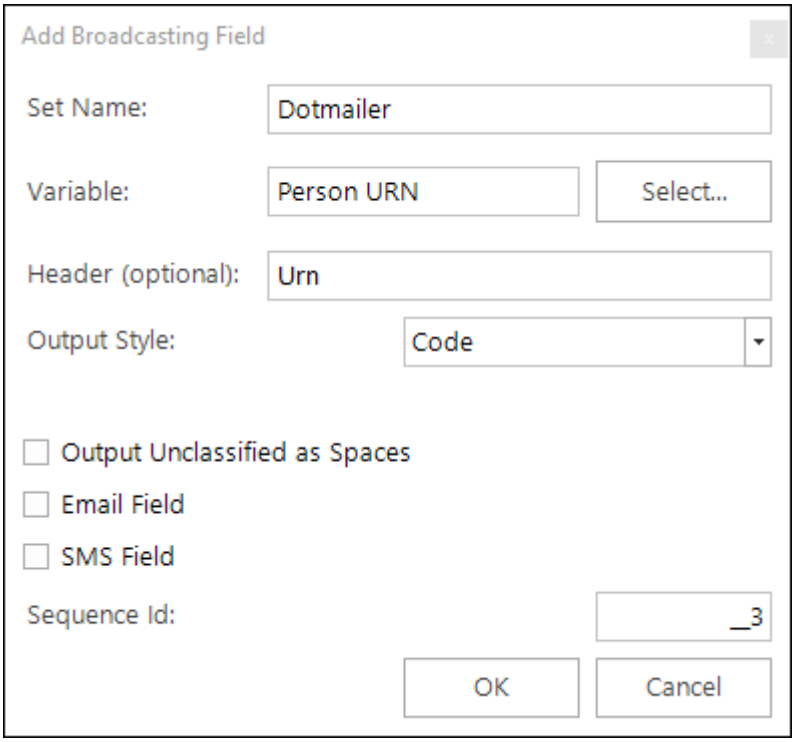
1. From FastStats select **Tools** > **Administrative Functions** >**Setup Broadcasting** Fields



2. The **Setup Broadcasting Fields** dialogue opens, Click **Add New Broadcasting Field**



3. Enter the **Set Name** to match the **Template Name** in MAPP



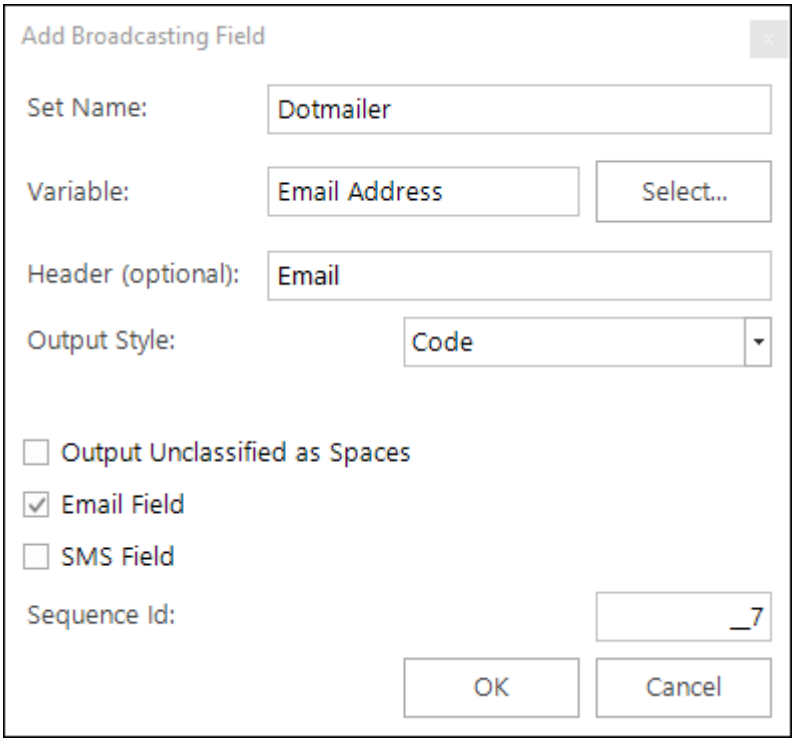
Note:
Use the **Set Name** to associate each new output field with a Set

1. Click **Add New Broadcasting Field** and complete each **Update Broadcasting Field** dialogue until the list of broadcasting fields is complete

Table 4 – Predefined Broadcaster Output Sequence Fields

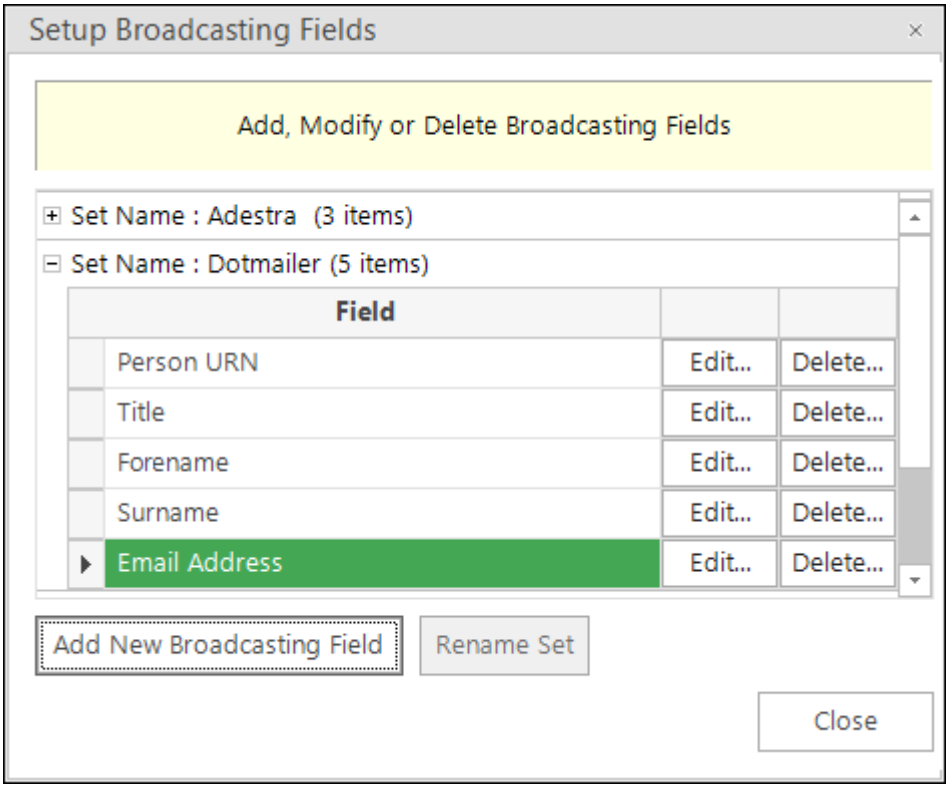
Parameter	Settings to use
Set Name	Template name in MAPP
Variable	Select the **Variable** that you wish to include in your sequence
Header	Use the **Header** field to give the variable a name so that it matches the **field name** in your MAPP account
Output Style	Select to either the **Code** or **Description** from the **Output Style** drop-down.
Output Unclassified as Spaces	Select this check-box if you wish unclassified values to appear as spaces or if this variable is an email or SMS field
Email Field	Select this check-box when defining the **Email** field.
SMS Field	Select this check-box when defining the **SMS** field.
Sequence Id	The Sequence ID allows you to order your variables in the set.

4. At least one of the fields must be an Email Address



Note:

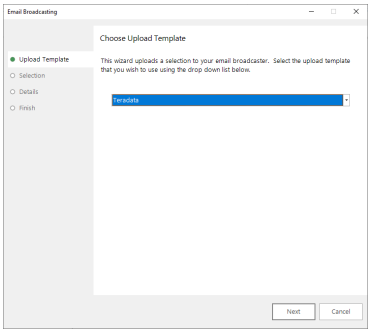
You can create multiple templates and sets and then reference these separately from your email broadcasts.



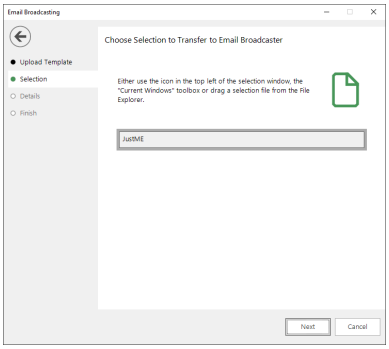
4.4 Checking your configuration

To use the Email Broadcasting Wizard, select the Email Broadcasting icon from the Output Wizards section on the Wizards panel. This will send a test email.

1. Select the Upload Template, if you have multiple upload sequences configured select the template from the drop down list and click **Next.** Otherwise, you will be taken straight to the **Selection** step

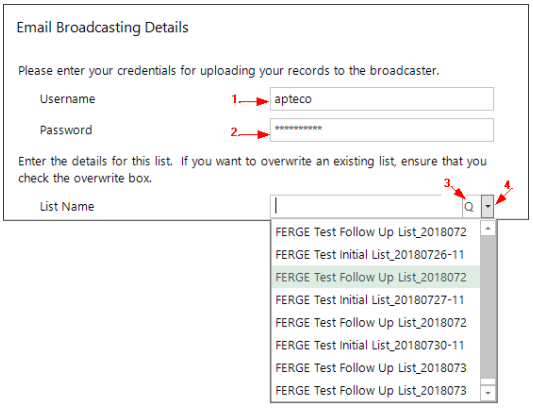


2. Drag a selection from FastStats with the contact/s you wish to send a test message to



Tip: (This is How to Check Your Channel Settings)
Email Broadcasting Details Form

1. Enter the Username
2. Enter the Password
3. Click the List Name retrieve button
4. After a short while you should be able to use the drop-down list to see the available lists from MAPP



If you do not see a list do not proceed, something is wrong in a previous configuration.

3. Complete the **Email Broadcasting Details** form then click **Finish**

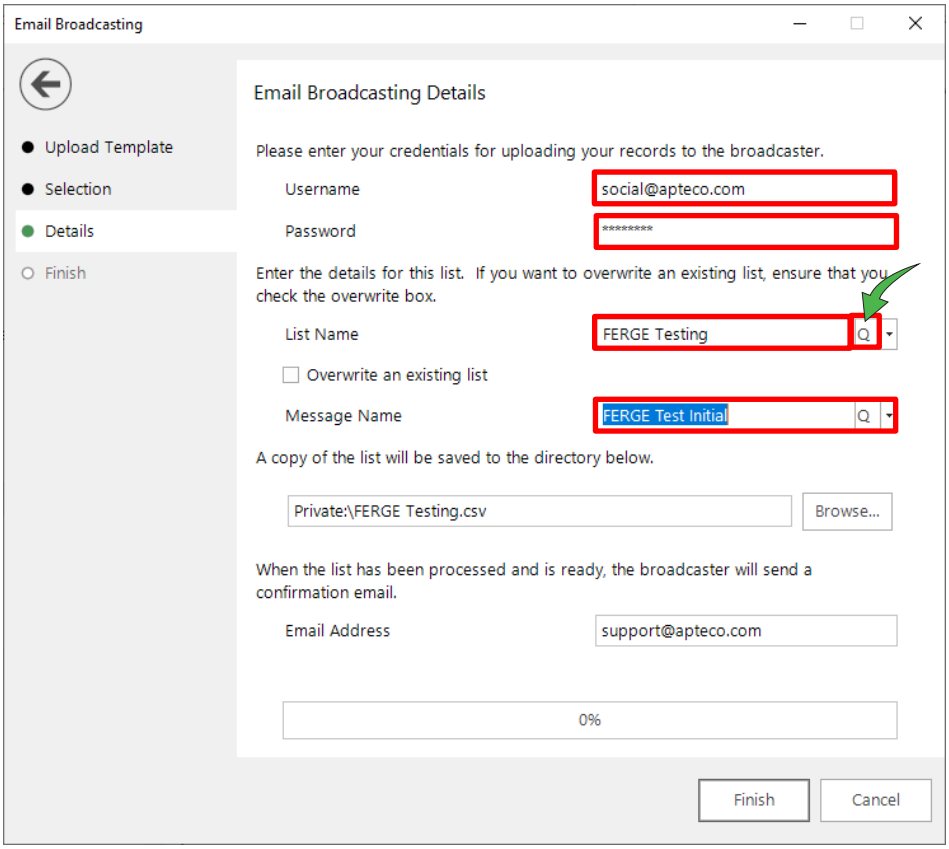
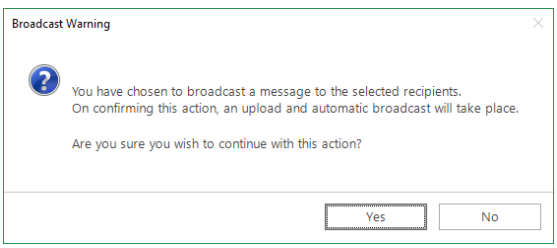


Table 4 – EmailResponseGatherer.exe.config Settings

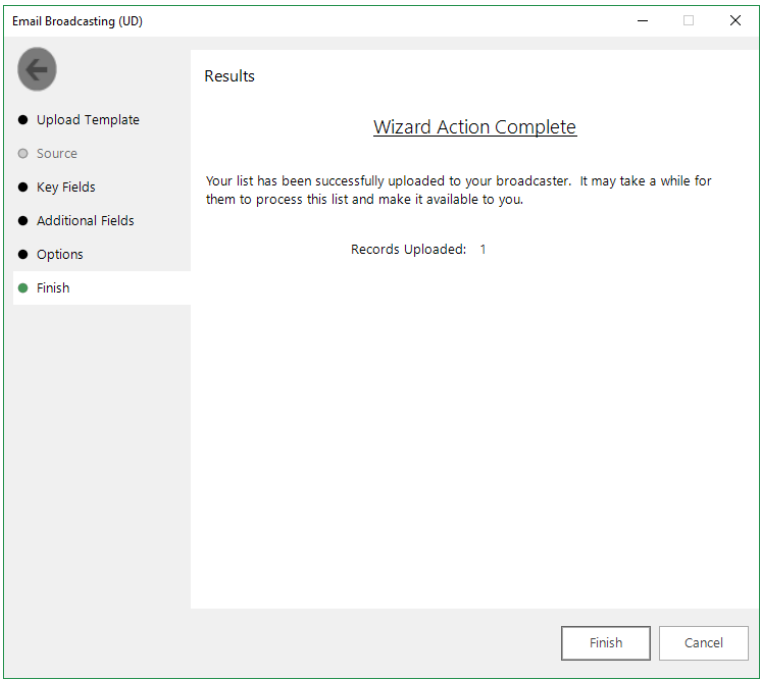
Option	Settings to use
Username	A username from your MAPP account
Password	The password for your MAPP account
List Name drop-down	Click on the **List Name** retrieve button and select a list from the drop-down (this appends any new records to the list) or enter a new **List Name**
Message Name	Click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

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

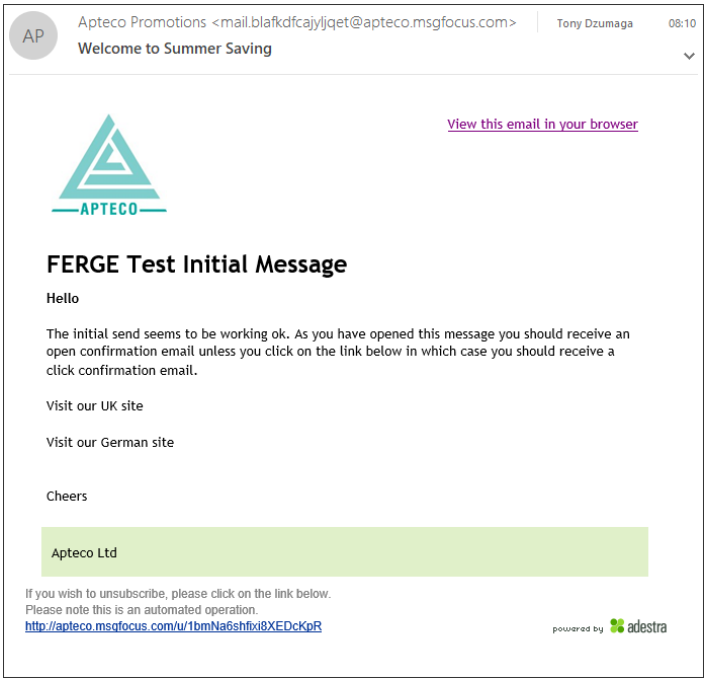
   Click **Yes** to commit this action



5. 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.



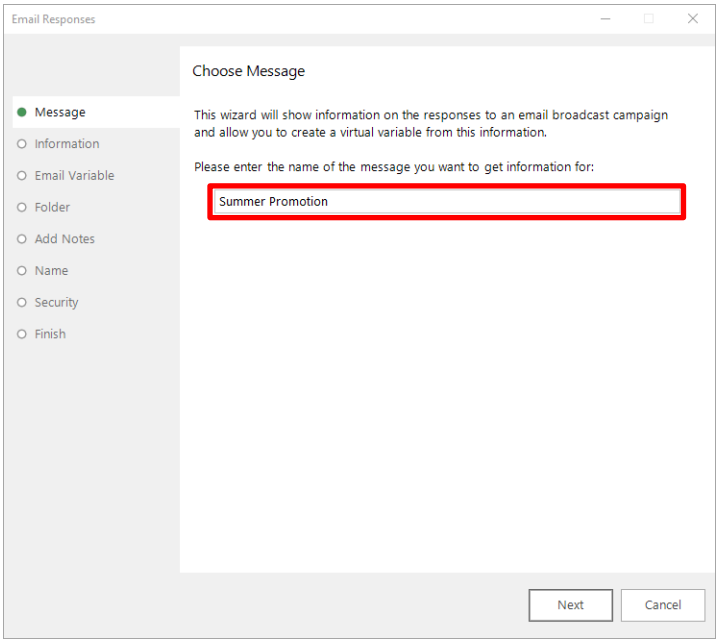
6. The recipients in your selection should receive an email using the template from MAPP



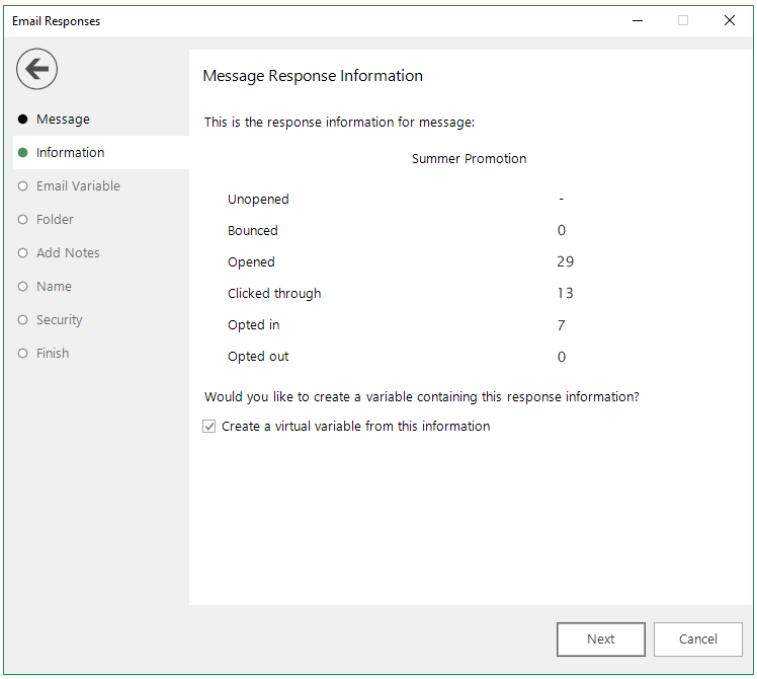
4.5 Email Responses Wizard

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

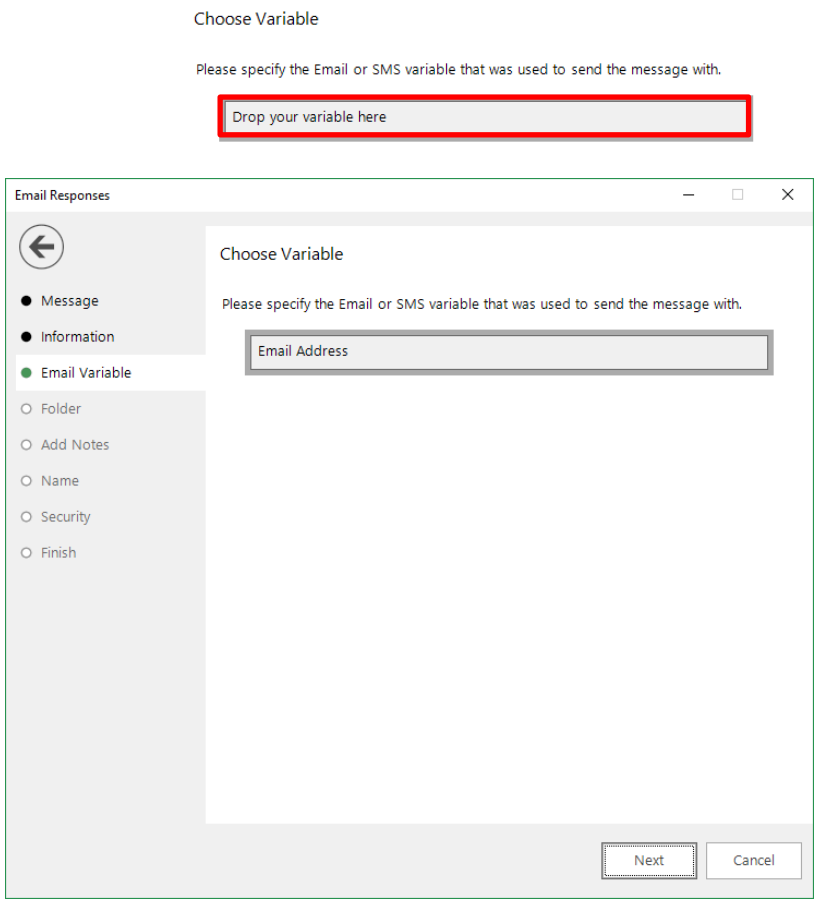
1. Open the **Email Responses** wizard
2. Enter the name of the message that you used in the Email Broadcasting wizard and click **Next**



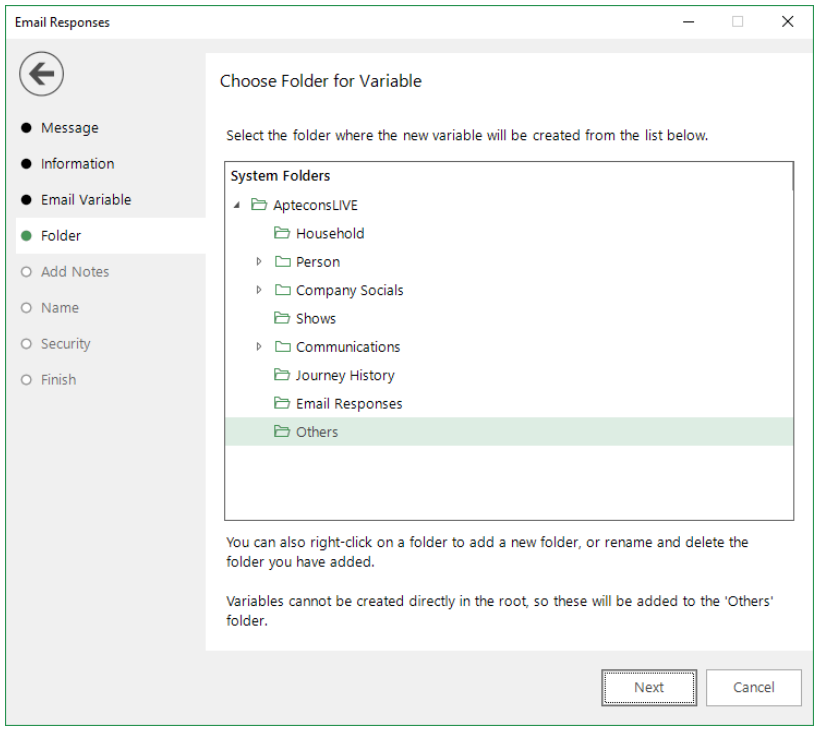
3. As the Email Response Gatherer starts collecting information from MAPP, you will see how customers are interacting with your broadcast. If you want to analyse this information further, click on Create a virtual variable from this information and then click Next



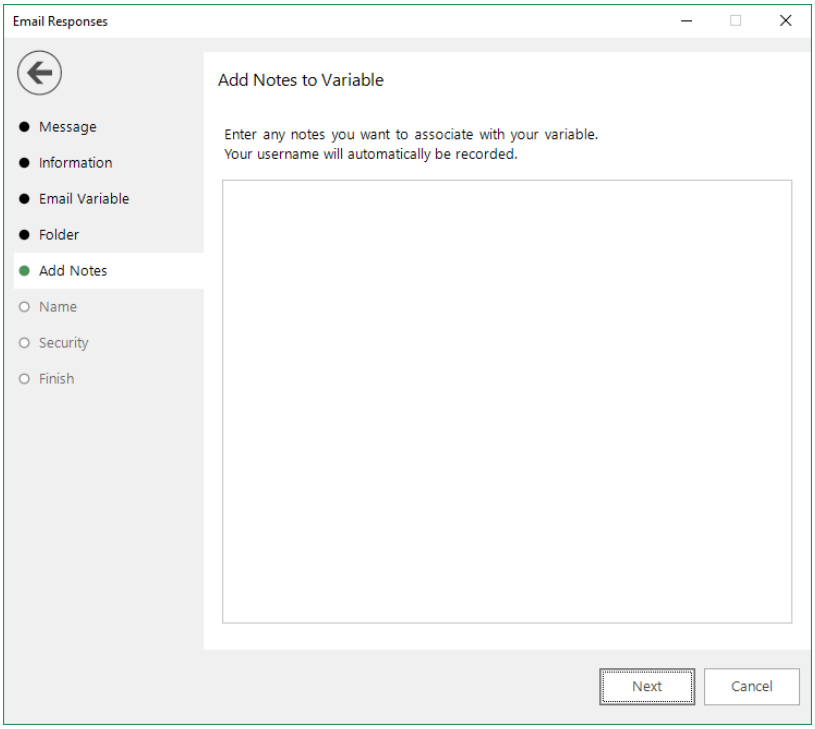
4. Drag the Email variable that you used in the Email Broadcasting wizard onto the drop box and click **Next**



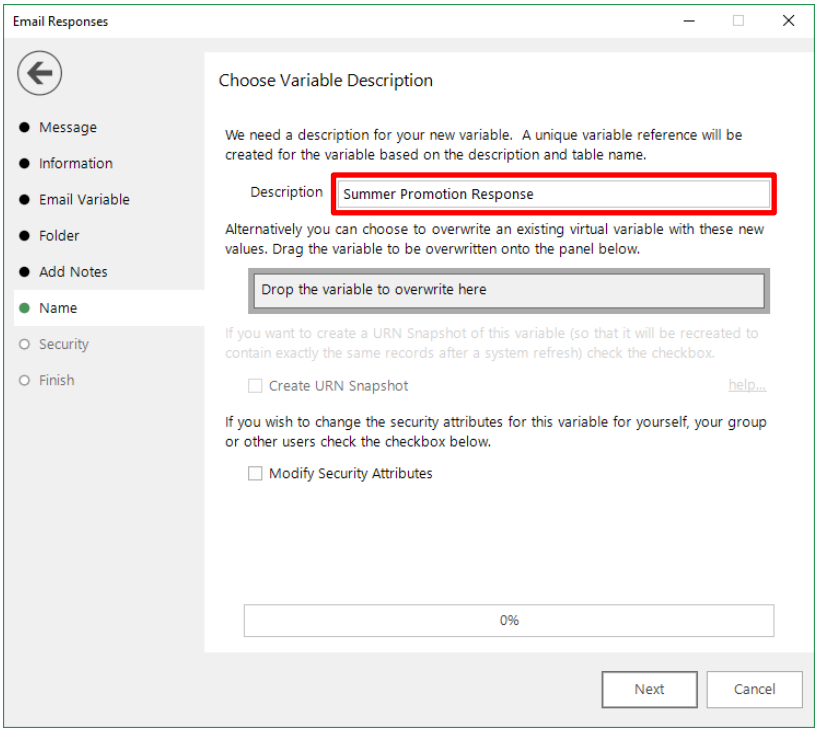
5. Locate the folder where you wish to store the virtual variable and click **Next**



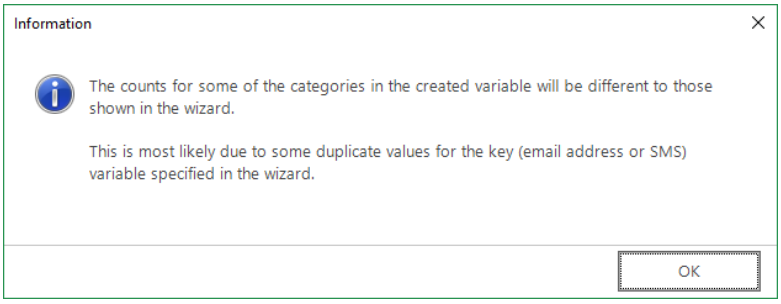
6. Enter any notes that will be stored along with the virtual variable and click **Next**



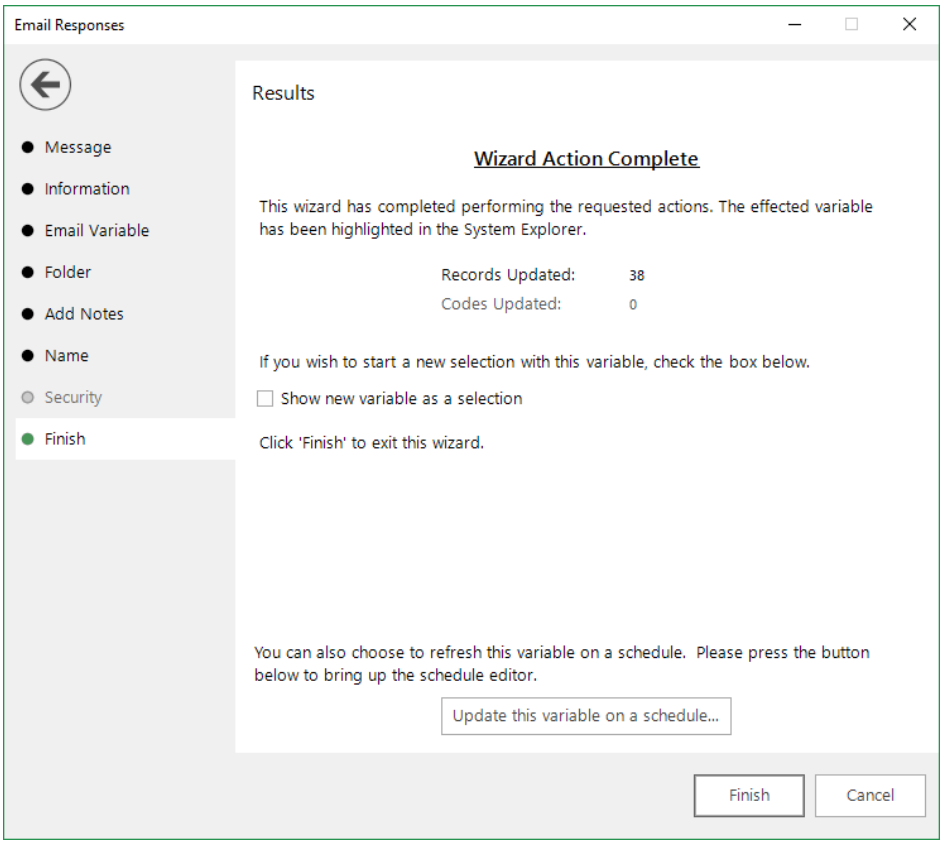
7. Enter a Description for the virtual variable or drag an existing virtual variable onto the drop box if you wish to overwrite it. Modify the Security Attributes if applicable and then click **Next**



8. Click **OK**



9. Click **Finish**

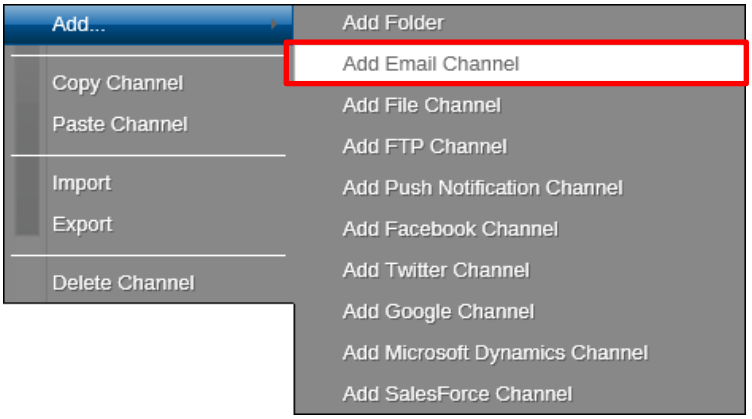


5 PeopleStage Broadcasting & Responses

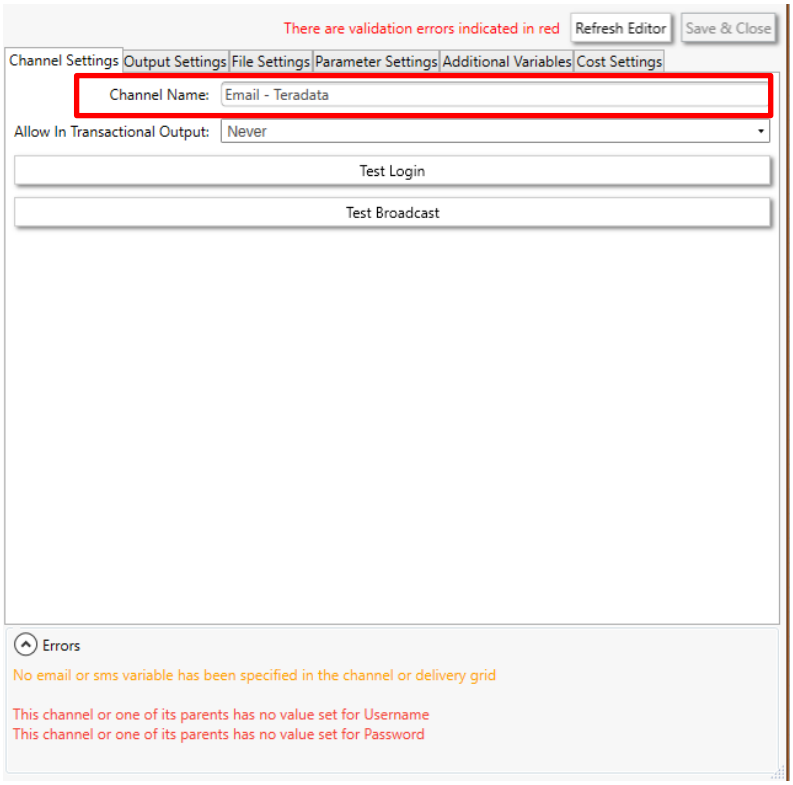
5.1 Defining the Broadcast Channel in PeopleStage

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

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 MAPP

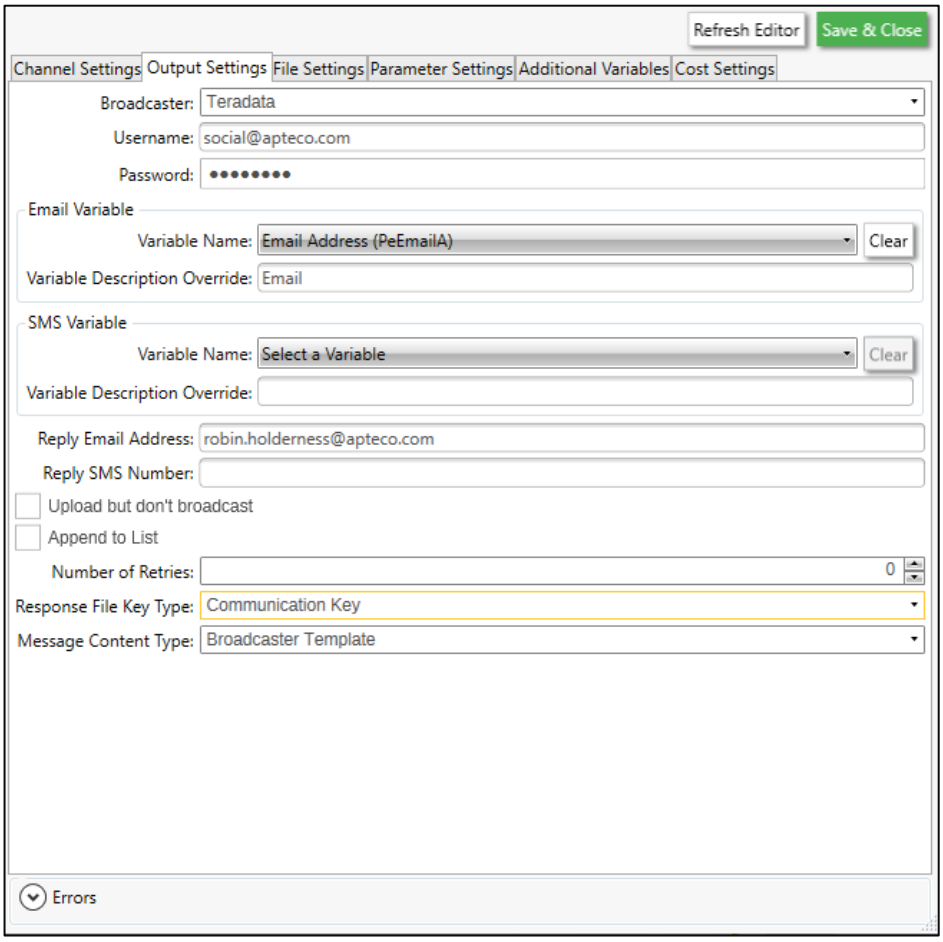
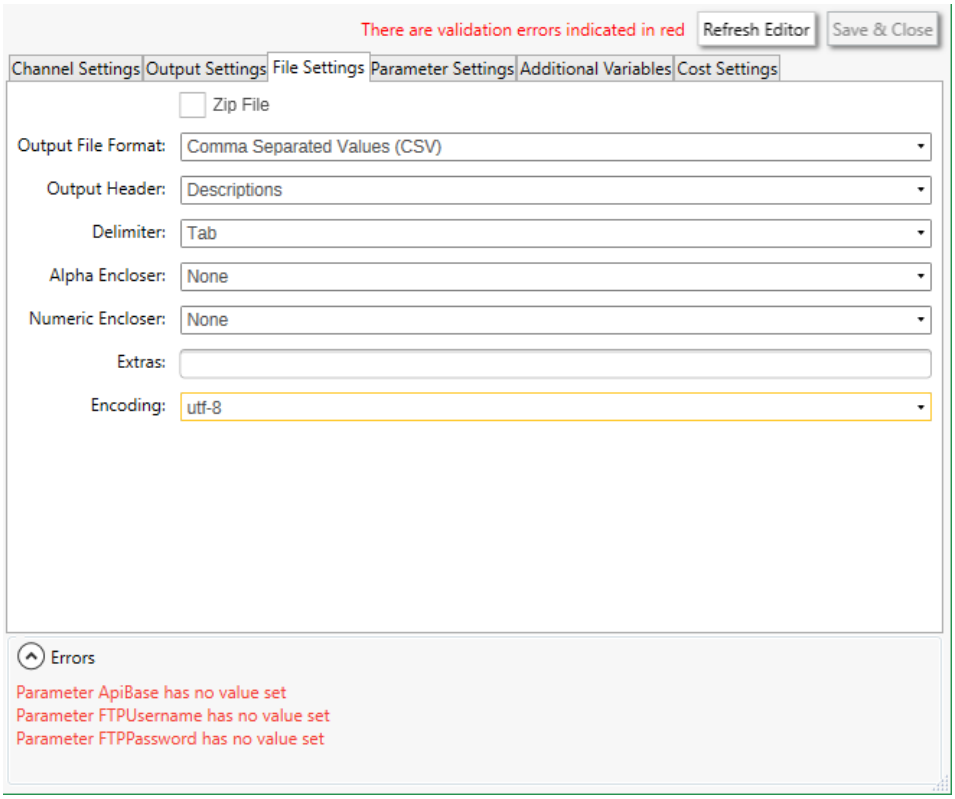


Table 5 –PeopleStage Output Settings

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



Note:

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

5. The ESP **Parameter Settings** tab is blank by default, select parameters from the drop-down and click **Add** to complete the form, there are no required parameters, these are optional depending on your requirements.

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

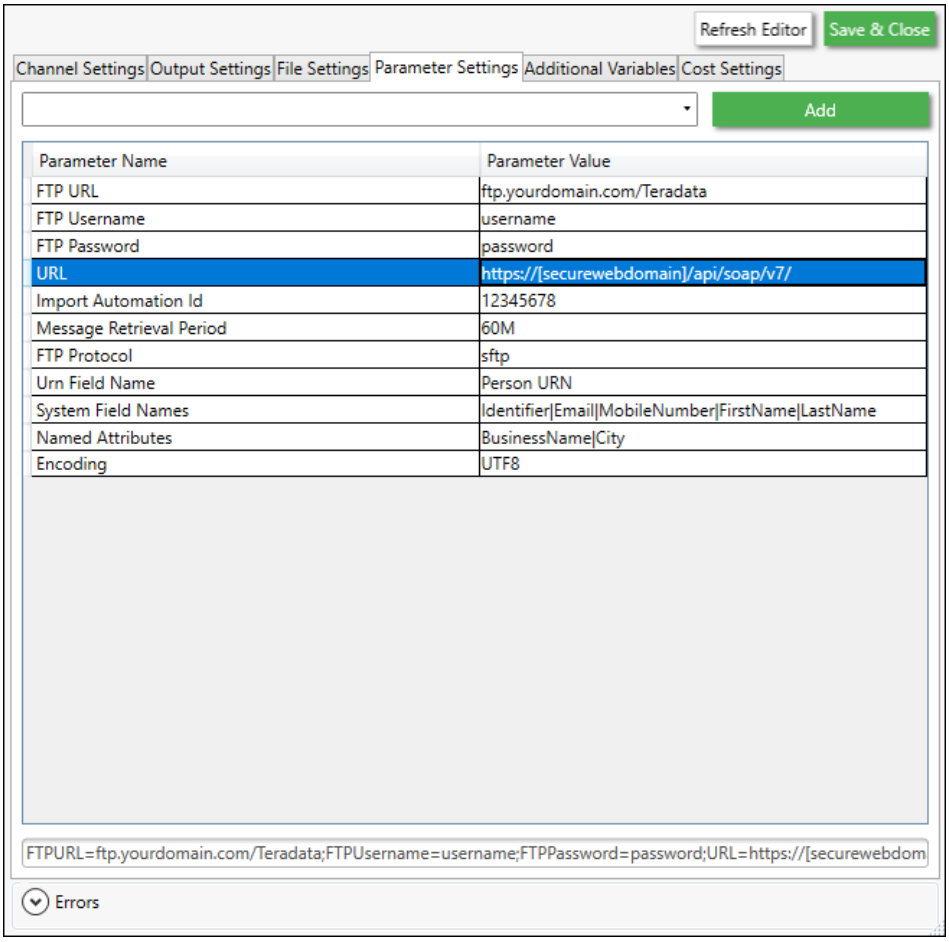
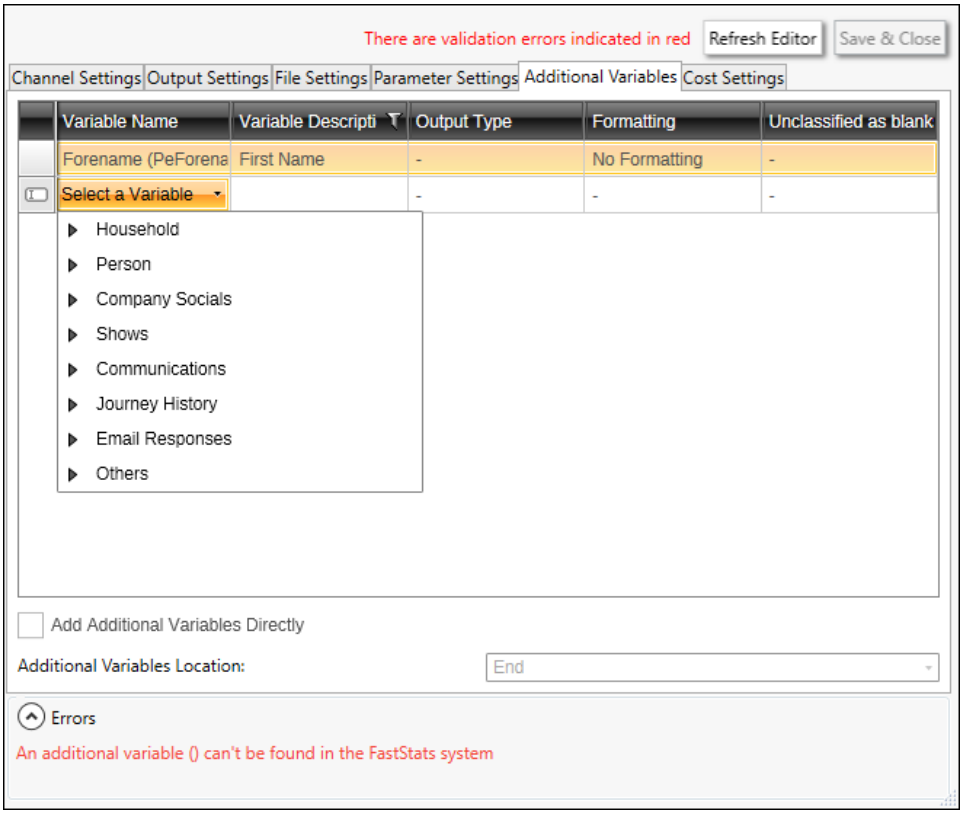


Table 6 –Example PeopleStage Parameter Settings

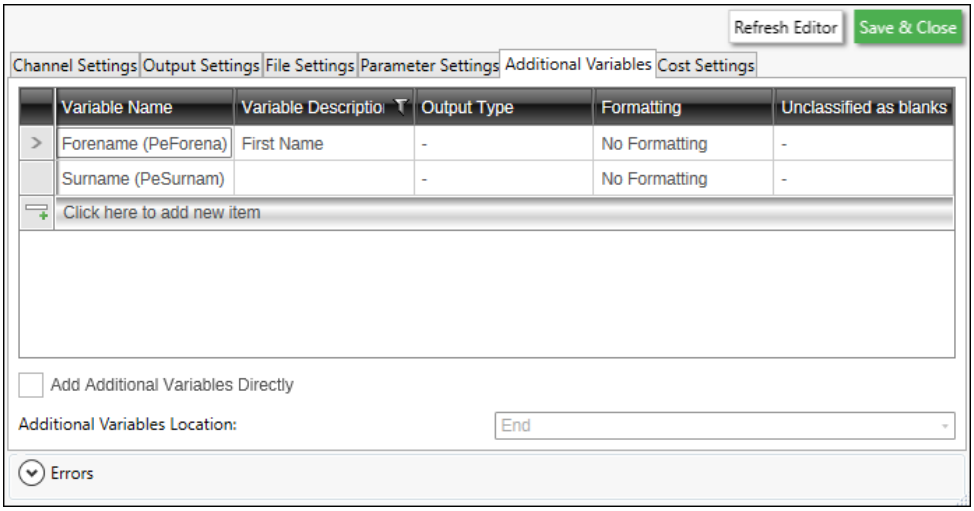
Parameter Name	Reqd	Description
URL	Y	End point of the API for your account.
FTP URL	Y	[address@domain.com] Your own FTP folder
FTP Username	Y	Your FTP username
FTP Password	Y	Your FTP password
Urn Field Name	Y	Person URN
FTP Protocol	Y	sftp
Import Automatic Id	Y	Automation id of the Process Control XML Trigger Automation setup on your account.
System Field Names	Y	Identifier|Email|MobileNumber|FirstName|LastName (blank by default, enter a list of pipe delimited fields)
Message Retrieval Period	Y	1M
Named Attributes	Y	BusinessName|City (blank by default, enter a list of pipe delimited fields)
Encoding	Y	UTF8

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

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



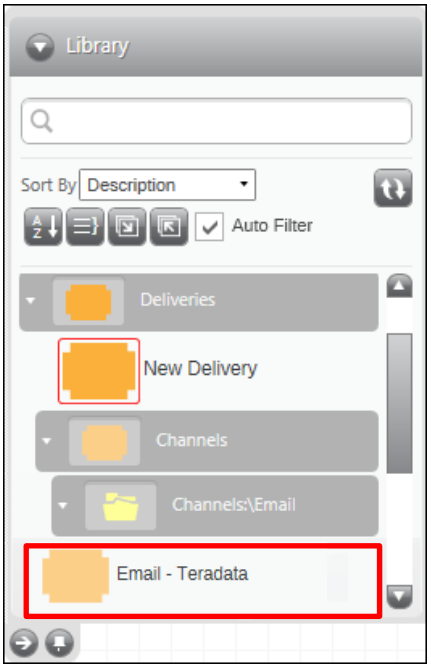
7. Click **Save & Close**



5.2 Broadcasting in PeopleStage

You can now test your channel at any Delivery Stage

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



2. You can select from the available messages in MAPP 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

Note: (This is How to Check Your Channel Settings)

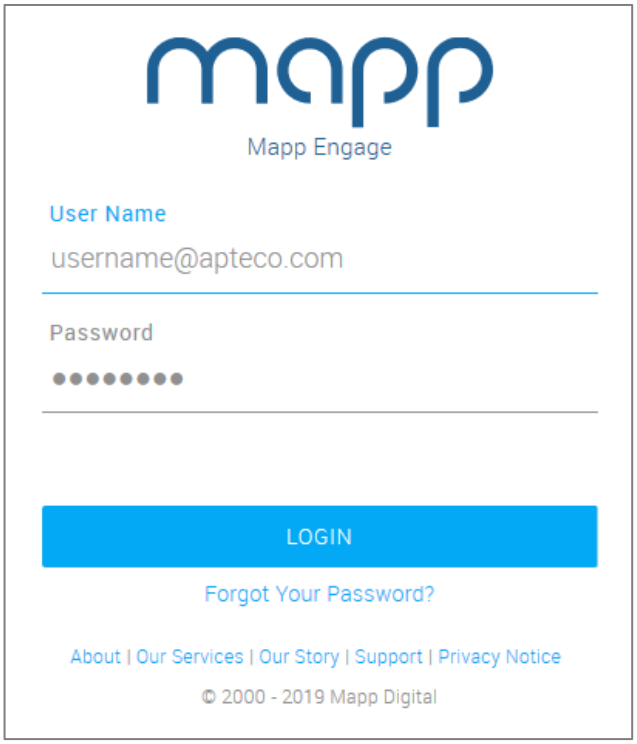
An error message when clicking the "Refresh Channel Message Names" button may mean that the Channel settings are incorrect, check the PeopleStage Channel Settings are correct then in your delivery step test you can collect message names.

Appendix A: MAPP Configuration

MAPP stores all your contacts using the lists you upload into Groups. Custom data fields can be created to hold specific transactional data, contact your MAPP Account Manager or the MAPP support desk for help setting up these fields.

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

The endpoint for the Mapp Digital api can be unique per client, the login will be unique also and provided by MAPP in the form https://sslh.domainame.com/accountname/



Note:
This section uses a specific example to show the areas that need to be setup in MAPP, your setup will likely be different, please contact MAPP support or the MAPP help for additional information.

Setting up an FTP location

Note:
You will need your own FTP location with username and password to create FTP Account Credentials in MAPP.

Create a directory in the root of your ftp site called **XmlJob** for the Apteco Marketing Suite upload the Mapp Package files that control the audience

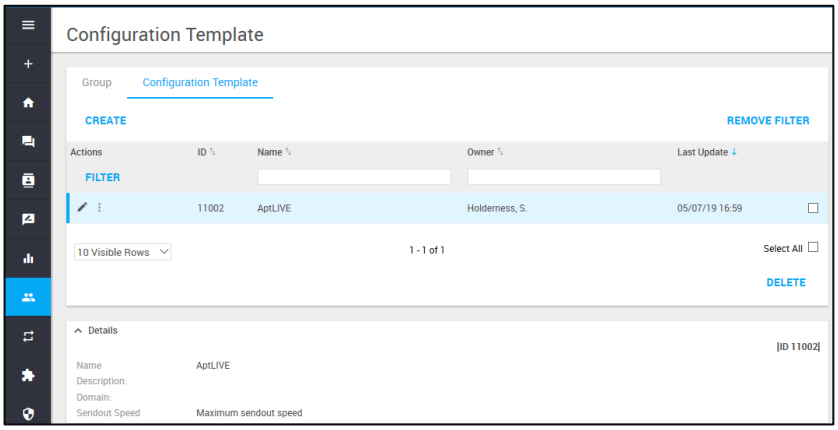
1. From the ***Administration*** area > ***Permissions*** > ***Credentals*** section - Click **Create** to create permission entry:
    a. Name = domain e.g. ftp.apteco.com
    b. Description = enter a description (optional0
    c. Type = FTP Account

Create an Overall Groups Configuration Template

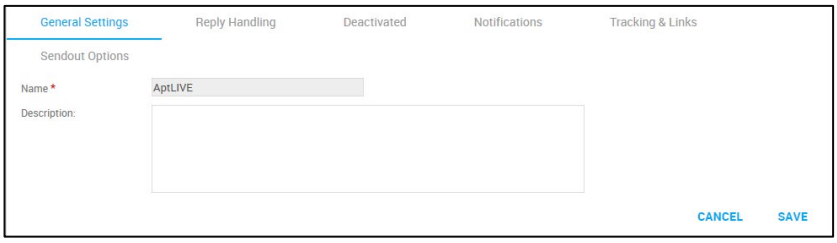
Note:

Groups are Lists is FastStats and PeopleStage

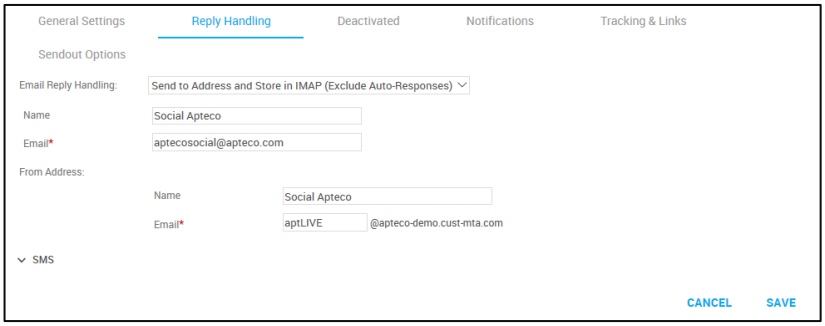
1. From the ***Groups*** area > ***Configuration Template*** - Click **Create** to create the overall configuration template



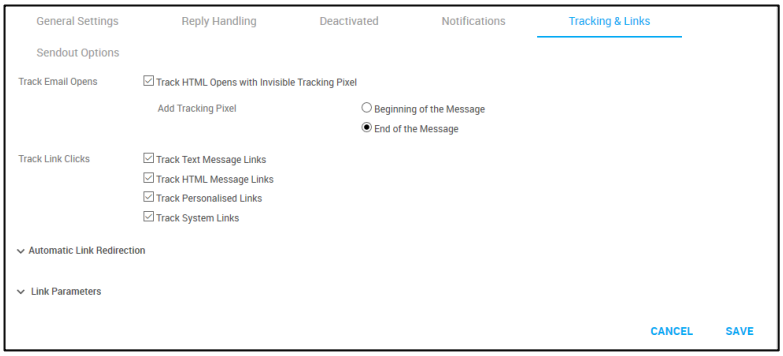
2. Enter a **Name** and **Owner**, the name is used to associate subsequent settings



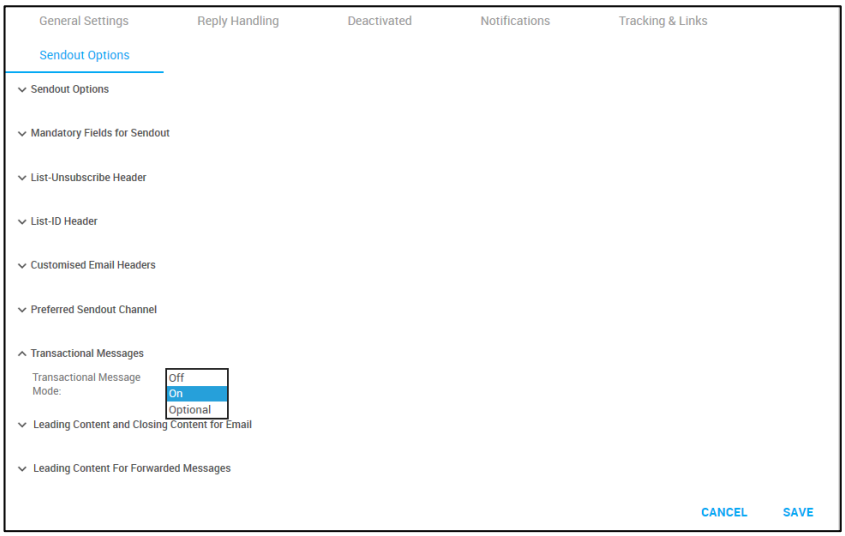
3. Setup the **Reply Handling** page



4. Use the defaults for the Deactivated and Notifications pages and select the appropriate **Tracking & Links** settings



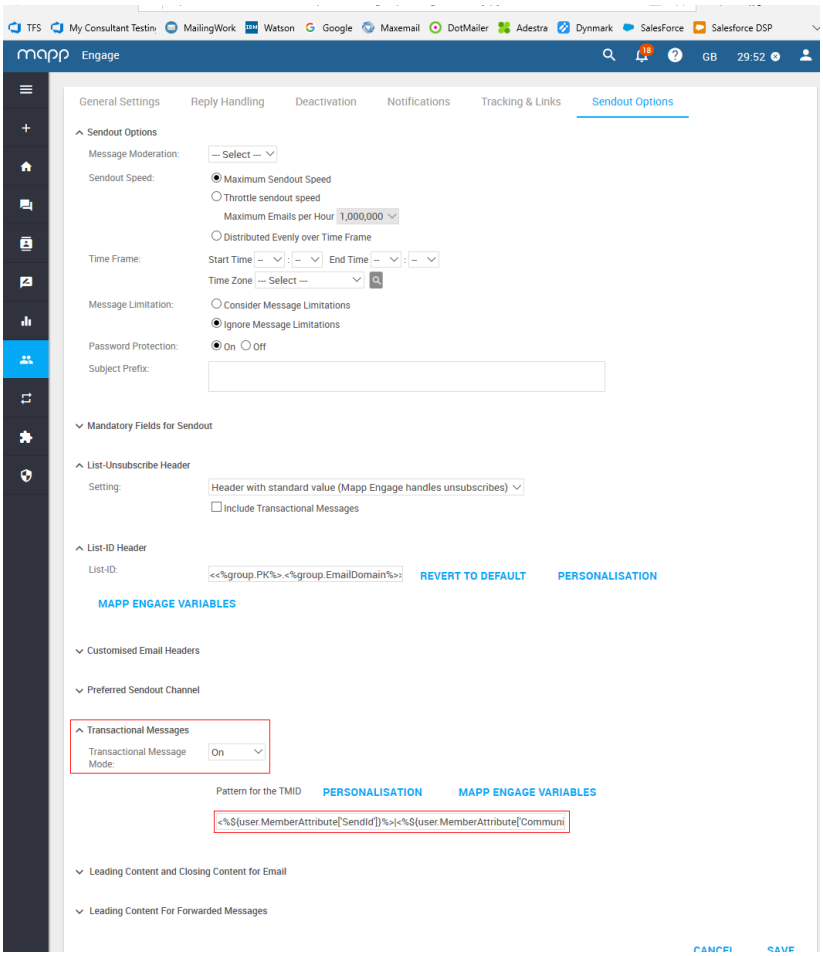
5. Use the defaults for the **Sendout Options** settings except for setting **Transactional Messages** to **On**



6. Click **Save**

Additional Group Settings

1. Create a **New Group**



2. Set the **Transactional Messages** value to **On** in **Sendout Options**

When integrating with PeopleStage, an ExternalTransactionId needs to be setup on your account that includes the **SendId** field and the **Communication Key** field separated by a pipe (|) character. This is then returned as part of your response notifications and allows FastStats to cross reference the broadcast with the response.

Note:

The **ExternalTransactionId** is recorded at the point the campaign is sent from Mapp Digital. Therefore, if a campaign is set to upload only and multiple uploads are carried out between sends, there is the potential for a user's **SendId** and **Communication Key** to be overwritten with new values before the first intended send goes out.

Careful consideration needs to be taken over subscription management. Currently, we can only import users into groups and cannot create Mapp Digital selections via the api. Some clients will use selections to manage their un-subscribes which may mean the upload only method has to be used via the FastStats integration. Also note that when overwriting a group, un-subscribes are not honoured so may well be added to the group again via FastStats.

3. Set the **Pattern for the TMID** to "SendId|CommunicationId"

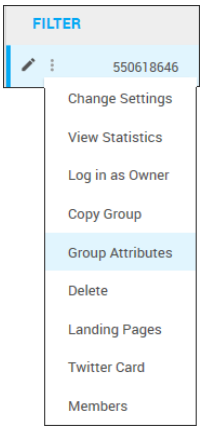
<%${user.MemberAttribute['SendId']}%>|<%${user.MemberAttribute['CommunicationKey']}%>

Note:

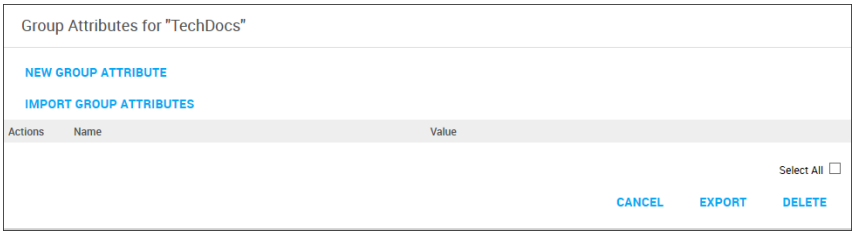
New Groups (Lists) can be created from a default template. This template is identified by using an attribute called **AptecoControlAttribute** which has a default value of **ListTemplate**.

The value can be customised by modifying the GROUPTEMPLATEATTRIBUTE parameter. The template should be setup with the standard fields required for all your subsequent groups. Without this template, you will not be able to create new Groups (Lists) via the integration.

4. Once complete click on the three dots to the right of the Edit icon and select **Group Attributes**



5. Click **New Group Attribute**



6. Set the **Name** to “AptecoControlAttribute” and **Value** to “ListTemplate”

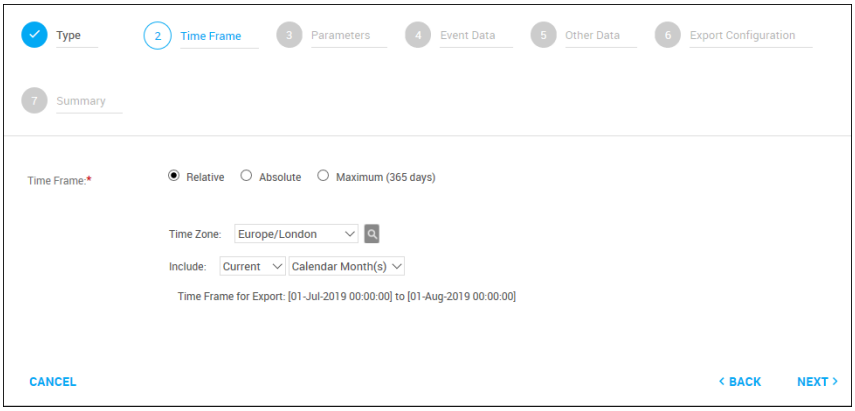
Defining Exports

You need to define an export to send the FTP location

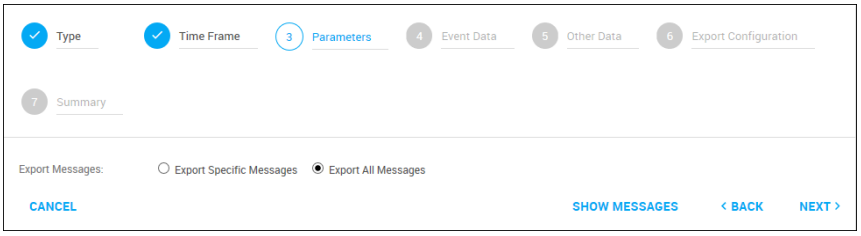
1. From the *Administration* area > *Exports* section - Click **CREATE**
2. Set the **Type** to **Raw Data Export** and Enter a **Name** to use

Note:

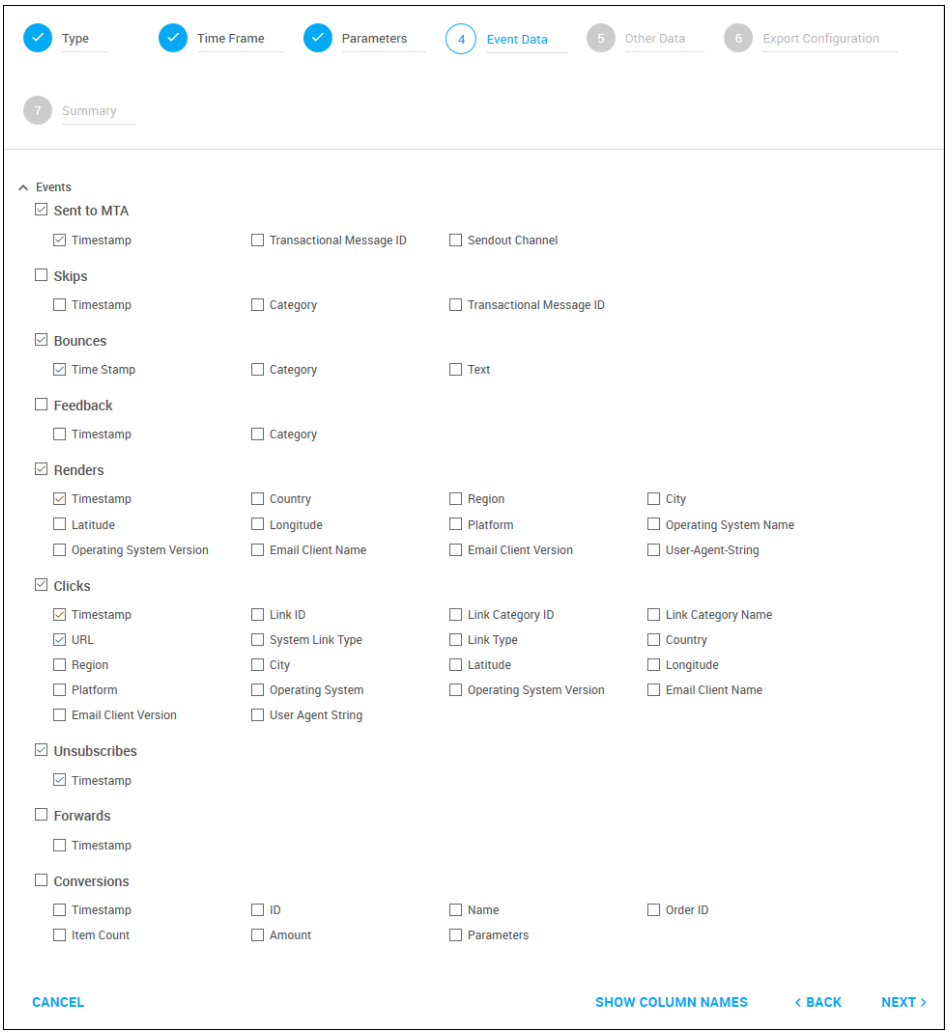
Ensure that you define the relative **Time Frame** as something that gets the latest data that you require. The Time Frame for Export at the bottom gives a good indication that you are not going to be missing data.



3. Set the **Parameters** page

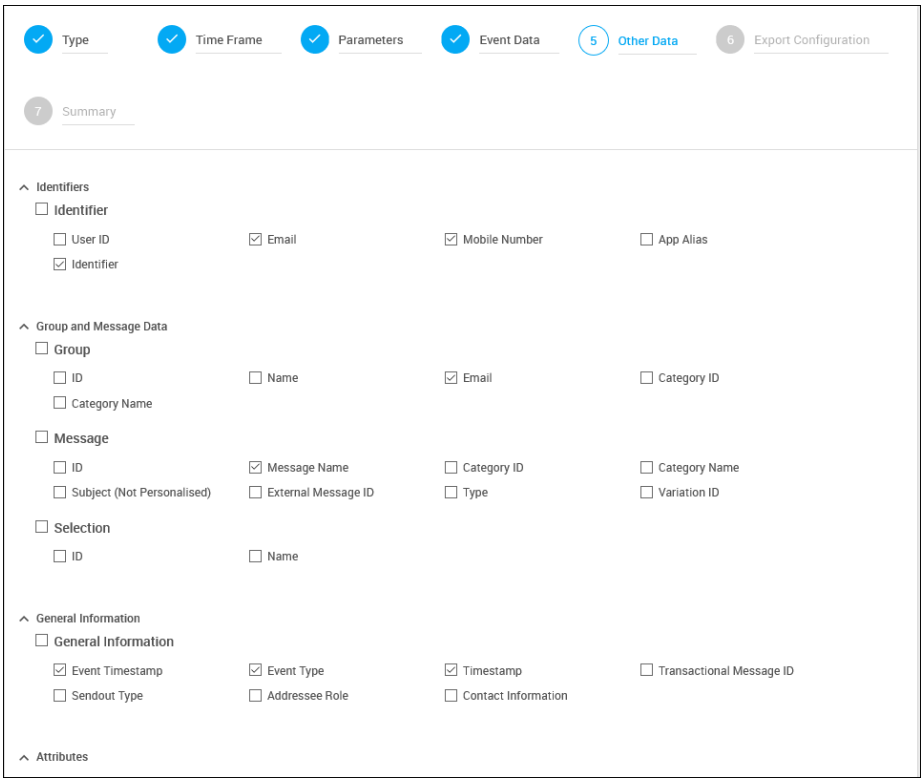


4. Select the **Parameters** to include. You can add more information if required, and record these in the ResponseDetails, the image below shows the minimum recommended fields

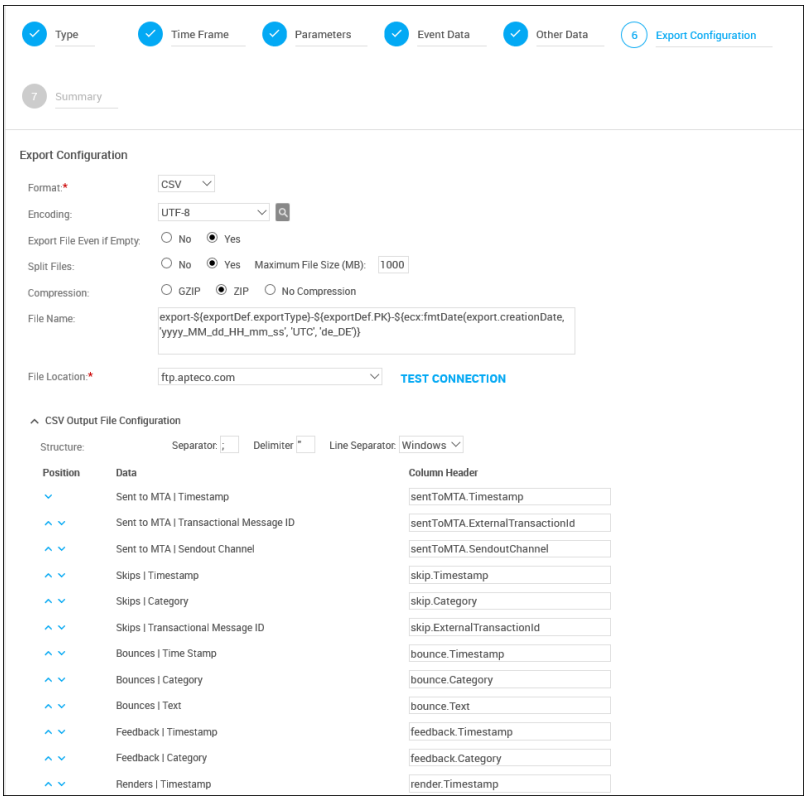


5. Select the **Event Data** fields, ensure you select:

- Email
- Mobile Number
- Identifier
- Message Name
- Timestamp
- Event Type
- Transaction Message ID



6. Set the **Export Configurations** page, using your FTP Location

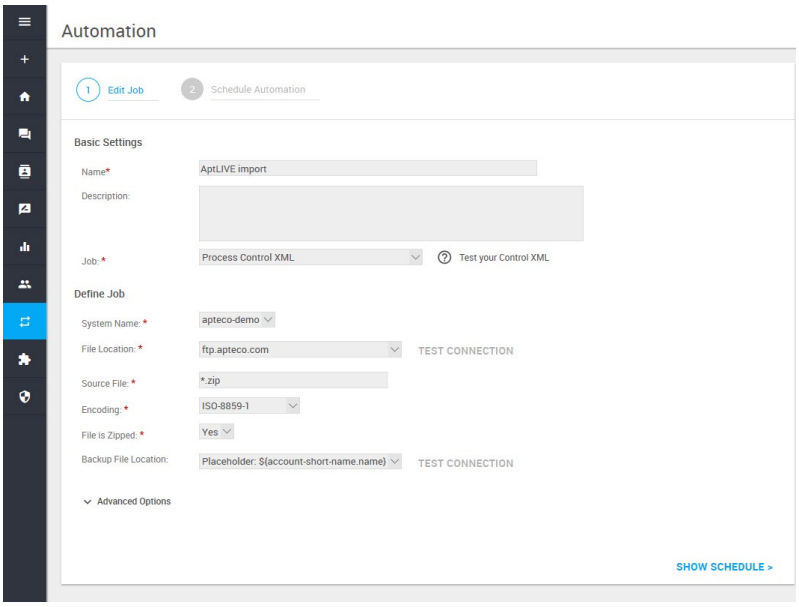


Create Two Automations

Process Control XML

In order to automatically import contacts into your groups via the integration, a **Process Control XML** Trigger Automation needs to be setup that points to your sftp location. The Id of this automation should then be used as the value of the **ImportAutomationId** parameter.

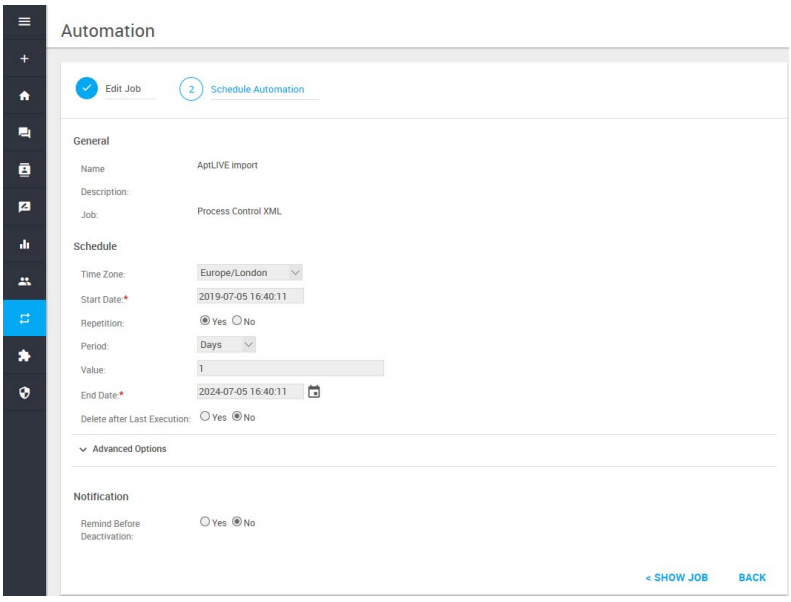
1. From the ***Automations*** area > ***Time-based*** - Click **Create**



2. Enter a **Name** for the automation select Process Control XML from the **Job** type drop-down
3. Enter the information for the required fields

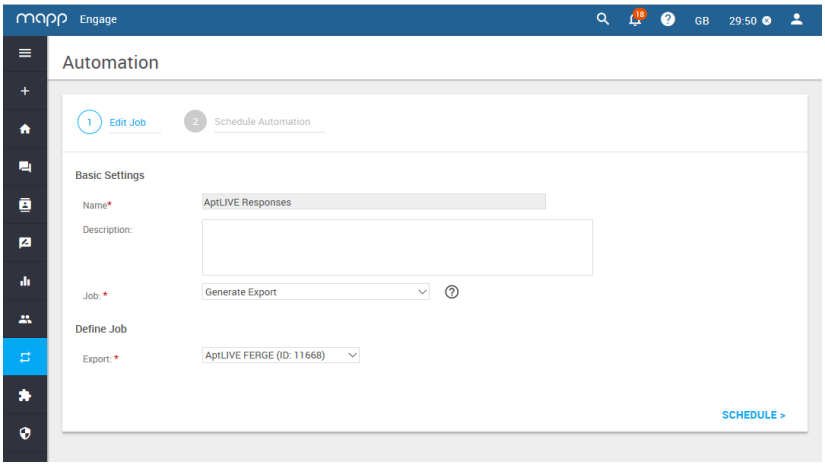
- System Name =
- File Location = Your FTP domain
- Source File = *.zip
- Encoding = UTF-8
- File is Zipped = Yes
- Backup File Location =

4. Set the ***Schedule Automations*** settings then click **SAVE & CLOSE**

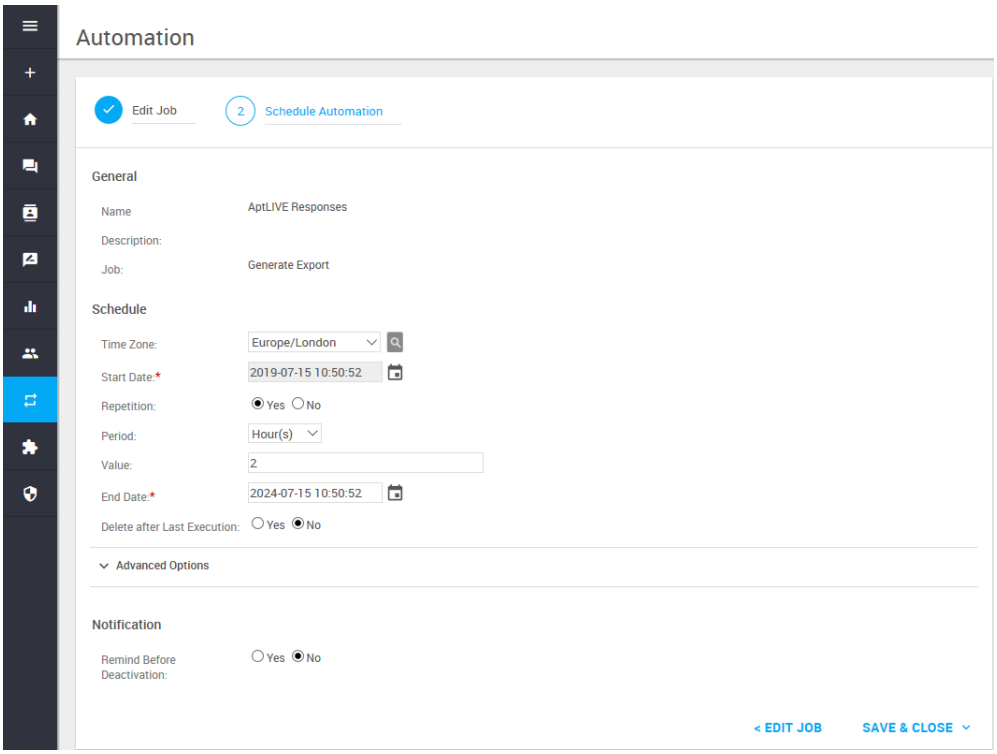


Generate Export

1. From the ***Automations*** area > ***Time-based*** - Click **Create**



2. Enter a **Name** for the automation select Generate Export from the **Job** type drop-down, select the previously configured **Export** from the Export drop-down
3. Set the ***Schedule Automations*** settings then click **SAVE & CLOSE**



Setting up a Message in MAPP

1. From the navigation menu select ***Messages*** > ***Draft Messages***
2. Click **Create**
3. Enter a **Message Name** and complete the form. click **Create**>
4. Enter an **Email Subject Line** and add your personalisation then click **Prepare Sendout**
5. On the Configuration page Select the Group (List) to associate with, Message Transport “immediately” to allow FastStats or PeopleStage to control the Scehdule then click **Check Message**

Parameters can be added in the HTML Code section

<%${user['FirstName']}%>

<%${user.CustomAttribute['Communication Key']}%>

<%${user.CustomAttribute['Run Number']}%>

Server Considerations

The endpoint for the Mapp Digital api can be unique per client. The standard uri takes the format https://sslh.domainname.com/<accountname>/api/soap/v7/. Outbound access for the FastStats service and/or the Email Response Gatherer will be required to this destination.

Note:

All communication is done over a secure channel so access over port **443** is required.

Appendix B: API Parameters

The following data is inserted into the FastStats Email Response Table as part of the predefined configuration, you can optionally override the settings by adding them in the FastStats Email Response Configurator

Table 9 – Email Response Gatherer Parameters

	Reqd	Default	MAPP extract file column
*FTPURL	Y	true	This should refer to the ftp location where your Mapp Digital download will be generated. This should be in the format <ftpprotocol>://{USERNAME}:{PASSWORD}@<ftpurl> replacing the bold entries as appropriate.
UESRESPONSEQUEUE	Y	false	Setting this value to true will enable the response queue mechanism
Note: If you are using the response queue, you need to specify the URL (must be at least v13) URL=https://cook.shortest-route.com/apteco-demo/api/rest/v13 Your username and password will need to be the api credentials that have been setup			
LookupBroadcastIdsOnTheFly			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.
OnlyProcessRecordsWithBroadcastId			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.
LOCALTIMEZONE	N	Local	Specifes the time zone to store your dates in. This allows you to write responses in your current time zone.
SERVERTIMEZONE	N	GMT Standard Time	Specify the time zone that your broadcaster uses when returning data. This allows you to write responses in your current time zone. This value is pre configured for each broadcaster, options are Local, Central Standard Time, W. European Standard Time, UTC, GMT Standard Time, see the link below.
CLICKDATECOLUMNNAME	Y	click.Timestamp	This should refer to the column in Mapp Digital that holds the date representing the date the link was clicked. This value will get inserted into the ClickDate field in the Response table.
URNCOLUMNNAME	Y	user.Identifier	This should refer to the colulmn in Mapp Digital that holds the FastStats URN. This will only be available if it has been originally uploaded from FastStats. The value will get inserted into the Urn field in the Response table.
MESSAGENAMECOLUMNNAME	Y	message.Name	The message name is not returned in the Mapp Digital extract file but a reference is. Therefore, this should typically be left as the default value.
DELIVERYDATECOLUMNNAME	Y	record.sentToMTA.Timestamp	This should refer to the column in Mapp Digital that holds the date representing

			the delivery date. This value will get inserted into the DeliveryDate field in the Response table.
EMAILCOLUMNNAME	Y	user.Email	This should refer to the column in Mapp Digital that holds the email address. The value will get inserted into the Email field in the Response table.
FILEPATTERN	Y	“export”	This allows you to filter your responses to specific types when reading files from the ftp site
DATEOFFSET	Y	0	Specify a value in hours to offset any date values received. This allows you to write responses in your current time zone.
TYPECOLUMNNAME	Y	record.Type	This should refer to the column in Mapp Digital that holds the response type. This value will usually get converted and then inserted into the MessageType field in the Response table.
CLICKURLCOLUMNNAME	Y	click.Link.Url	This should refer to the column in Mapp Digital that holds the name of the url that was clicked. This value will get inserted into the ClickUrl field in the Response table.
EVENTTRIGGEREDDATECOLUMNNAME	Y	record.Timestamp	This should refer to the column in Mapp Digital that holds the date representing the date the response occured. This value will get inserted into the EventTriggeredDate field in the Response table.
MAXRETRIES	Y	1000	This value refers to the number of times the Email Response Gatherer will check to see if the extract file exists on the ftp site.
TreatTypeAsAdditionalField	Y	False	Setting this to true will force the raw response type received from Mapp Digital to be written to the ResponseDetails table before any conversion is carried out.
AdditionalFields	Y	e.g. group.Id|group.Name|record.ExternalTransactionId	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 separate accounts when using the same broadcaster.
EXECUTIONBUFFER	N	0	Adds a buffer in minutes to the start of the response window. Use this to create an overlap to allow for delayed response notifications.

Note:

*These settings are specific to each MAPP account.

Table 10 – Email Broadcasting Parameters

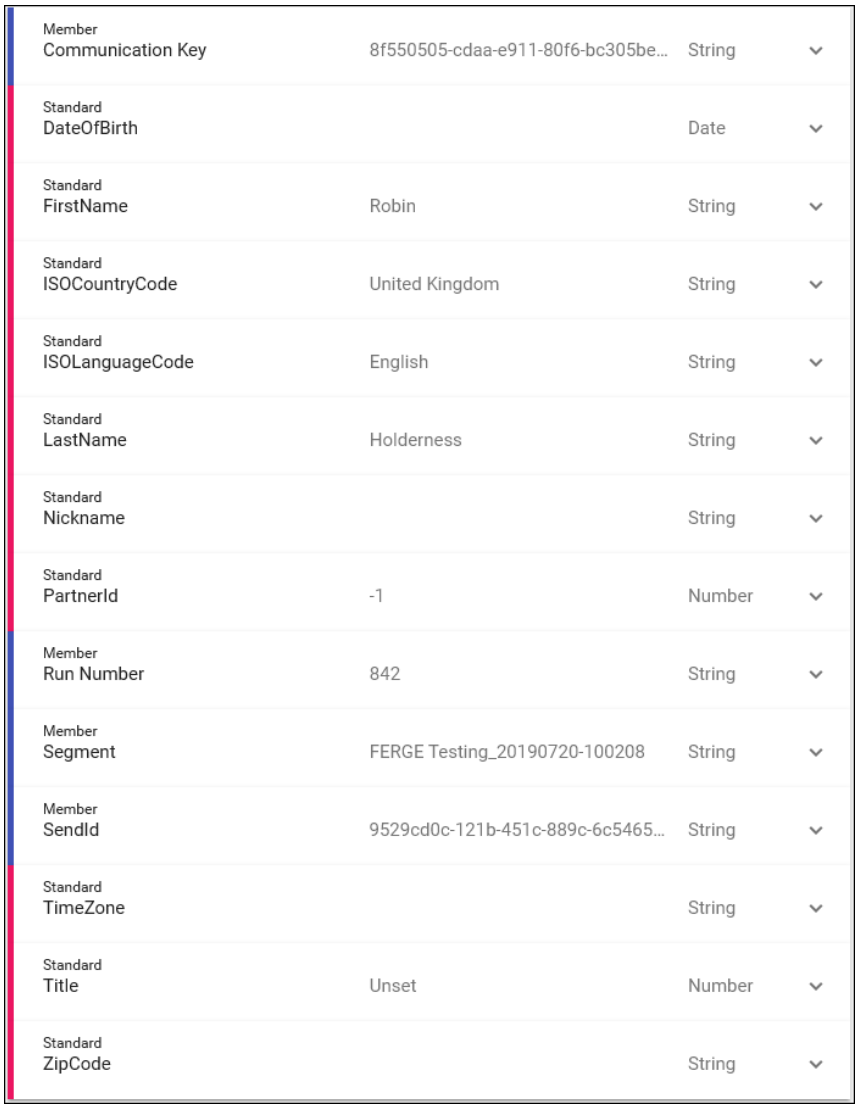
Parameter	Required Y/N	Default	Description
URL	Y	e.g. https://[securewebdomain]/api/soap/v7/	This should refer to the end point of api for your account.
Use Dated List	N	True	Default = True (check-box selected)
Dated List Format	N	yyyyMMdd-HHmmss	If UseDatedList is set to true, this parameter will allow you to specify a date format string for the date and time stamp.
FTP URL	Y		[address@domain.com] Your own FTP folder
FTP Username	Y		Your FTP usernename
FTP Password	Y		Your FTP password
SFTP Private Key	N		blank by default (only relevant if using a private key on the FTP site)
Host	N		sslh.teradatadmc.com
Urn Field Name	Y	Person URN	Enter the name of the field you wish to use as the Identifier on the Mapp Digital group. This will be returned as the Urn in the response process.
FTP Protocol	Y	sftp	At the moment, Mapp Digital only supports sftp sites.
Send Id Field Name	N	SendId	This will create a Member Attribute of the same name on the group that holds a unique reference to the upload. This is then returned as part of the response process to allow FastStats to cross reference the broadcast with the response.
Segment Field	N	Segment	This will create a Member Attribute of the same name on the group that holds the dated version of the list name. This could then be used to segment users within the group via a Mapp Digital selection.
Import Automatic Id	Y	e.g. 1234567	If you wish to automatically import users into groups, enter the automation id of the **Process Control XML** Trigger Automation setup on your account.
Auto Broadcast	N	True	Default = True (check-box selected)
System Field Names	Y	Identifier|Email|MobileNumber|FirstName|LastName	*See information below (blank by default, enter a list of pipe delimited fields)
Message Retrieval Period	Y		1M
Named Attributes	Y	BusinessName|City	*See information below (blank by default, enter a list of pipe delimited fields)
Encoding	Y		UTF8

*A Mapp Digital contact has fixed Standard attributes (like First Name, Last Name, etc) and Custom attributes that can be created on an ad-hoc basis (providing you have the correct permissions to do so).

Additionally, a Mapp Digital group has Member attributes that can also be created on an ad-hoc basis (again, given the correct permissions).

If you look at a contact within a group, you will see the combination of attributes available.

Contact Management > Edit Contact Profile



Any Custom attributes should be pre-defined via the Mapp Digital DMC whereas **Member** attributes can be created via the API.

*System Field Names

If you need to upload to **Standard** attributes, these need to be listed as **System Field Names** within the Parameter Settings.

*Named Attibutes

If you need to upload to Custom attributes, these need to be listed as **Named Attributes** within the Parameter Settings.

Again, any additional variables or content fields should then use the exact same descriptions to ensure they are treated as Custom attributes.

Any variables or content fields that are uploaded that do not match either the SystemFieldNames or NamedAttributes will be uploaded as Member attributes.

PeopleStage Content

Within a PeopleStage content step you can add further fields that will either match the SystemFieldNames, NamedAttributes or be uploaded as Member attributes.

Tracking Fields

When the PeopleStage campaign runs, a date and time stamped version of the list name will be inserted into a Member attribute called Segment (this can be changed by populating the **Segment Field** parameter in the channel editor). This can then be used to segment contacts via Mapp Digital selections within the DMC.

As well as this, a unique **SendId** will be generated per broadcast and this will be inserted into a Member attribute called SendId. This allows a specific instance of a broadcast to be tracked via the FastStats Email Response Gatherer.

Each contact that is uploaded will also get a unique **Communication Key** that will be inserted into a Member attribute called Communication Key. This will also be returned to the FastStats Email Response Gatherer and will enable response notification records to be linked back to the communication table in the PeopleStage database.

Note.

These values are overwritten each time the contact record is uploaded. Therefore, if multiple uploads are carried out between sends, there is the potential for a user's SendId and Communication Key to be overwritten with new values before the first intended send goes out.

Appendix C:Example Batch File

Example batch file to use with FERG and scheduling

```
@echo off
REM**************************************************************************
REM File Name: TeradataBatchFile.bat
REM Date: 30/01/2018
REM ToDo:
REM Define the drive and folders to output the log files
REM Set FERG to define the location of the EmailResponseGatherer64.exe
REM Set LOGFILE to the folder where the event logs are stored
REM Set LOGFILEDETAILS to the folder where detail logs are stored
REM Define the XML configuration file to use
REM **************************************************************************
C:
cd C:\FastStats\FERG
REM **************************************************************************
REM Change the drive letter to match the drive where your FastStats directory has been setup
REM **************************************************************************
cls
SET FERG="%ProgramFiles%\Apteco\FastStats Email Response Gatherer x64\EmailResponseGatherer64.exe"
SET LOGFILE="Logs\Teradata.txt"
SET LOGFILEDETAILS="Logs\Teradata Details.txt"
echo. >> %LOGFILE%
echo. >> %LOGFILEDETAILS%
echo %date% %time% - Starting FastStats Teradata Response Download >> %LOGFILE%
echo %date% %time% - Starting FastStats Teradata Response Download >> %LOGFILEDETAILS%
echo. >> %LOGFILE%
>> %LOGFILEDETAILS%
echo.
%FERG% Teradata.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 Teradata Responses OK >> %LOGFILE%
goto Complete

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

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

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

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

:Complete
echo %date% %time% - Completed 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\Teradata.xml'.`

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

%FERG% Teradata.xml>> %LOGFILEDETAILS%

In the location:

“cd C:\FastStats\FERG” in the batch file

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

For customer service and technical support visit:

www.apteco.com/support

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

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

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