

Apteco Technical Guide

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Apteco Integrations Acoustic Setup Guide

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

A bit about the broadcaster



Acoustic was formerly called IBM Watson and Silverpop before that

Before You Begin

CAUTION

This guide details the steps required to integrate Apteco with a Broadcaster using an API; the configuration is in two parts:

1. Configuration in your broadcaster, this document.
2. The configuration of the Apteco Marketing Suite, which is covered in the online help



You need to configure Acoustic before you perform the integration in Apteco, this document is an overview of the broadcaster setup process, it is not intended to be an in-depth broadcaster setup document, please see the documentation provided by Acoustic

Note:

We take care to keep the information up to date. There may be changes to the broadcaster's API not reflected here. If in doubt, contact your support department or the broadcaster for more information.

Useful to have before you start:

- The Variables or Virtual Variables in FastStats to map to broadcast fields
- The Acoustic UI URL **Username**, **Password** or **Acoustic ID** to log in to your broadcaster
- The Acoustic Mailing Name and List name (available from the Acoustic UI)
- The Acoustic Client ID, Client Secret and a *Response Key (available from theAcoustic UI)

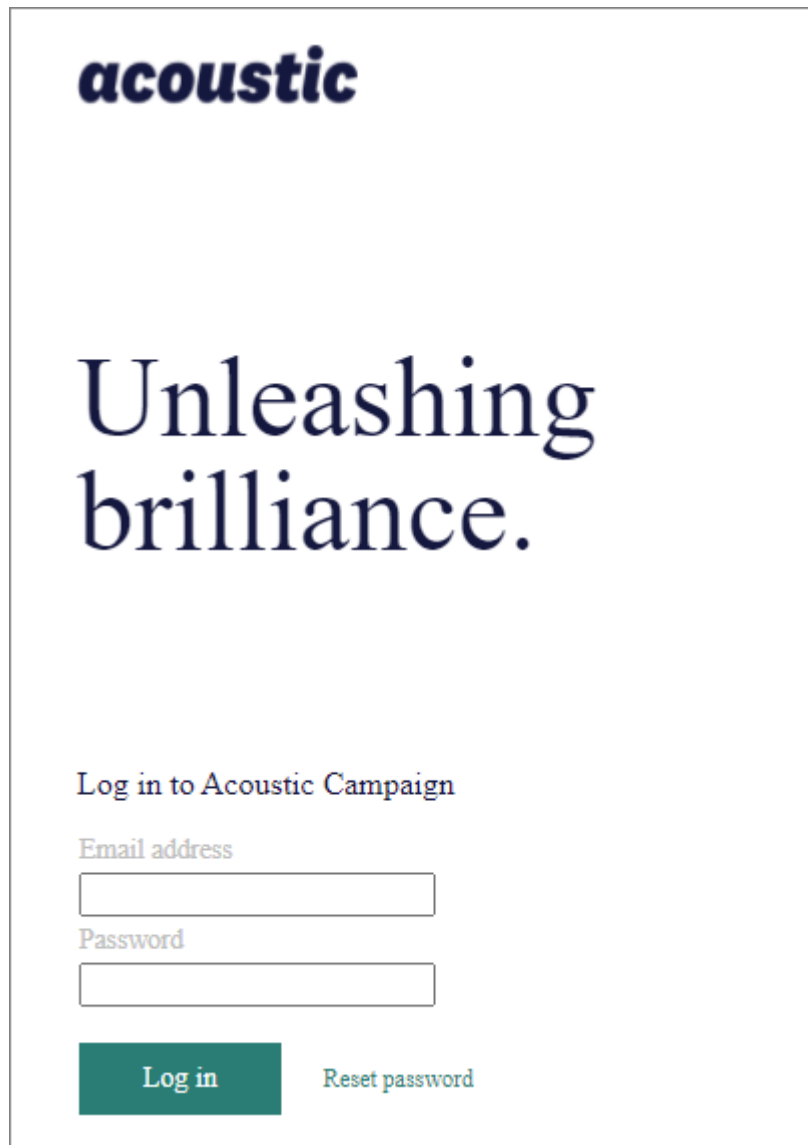
*The Response Key is currently not required in Orbit

Acoustic Configuration

Acoustic works on the principle of having a database of subscribers, which you can segment into lists. Apteco will upload a list of subscribers and insert them into the Acoustic database.

If you wish to automatically broadcast the list to a message either from Apteco you need to create a message with a **Mailing Name** within Acoustic.

- Login to your Acoustic account to access the web-based control panel

The image shows a login page for Acoustic. At the top left is the 'acoustic' logo in a bold, dark blue font. Below the logo, the text 'Unleashing brilliance.' is displayed in a large, dark blue serif font. Further down, the text 'Log in to Acoustic Campaign' is centered. Below this, there are two input fields: the first is labeled 'Email address' and the second is labeled 'Password'. At the bottom left is a dark green button with the text 'Log in' in white. To the right of the button is a link that says 'Reset password'.

Note:

Acoustic uses Shared or Private folders, you should create your databases and content in the Shared area.

Organization Settings and Required Information

You need the following three items to use in Acoustic:

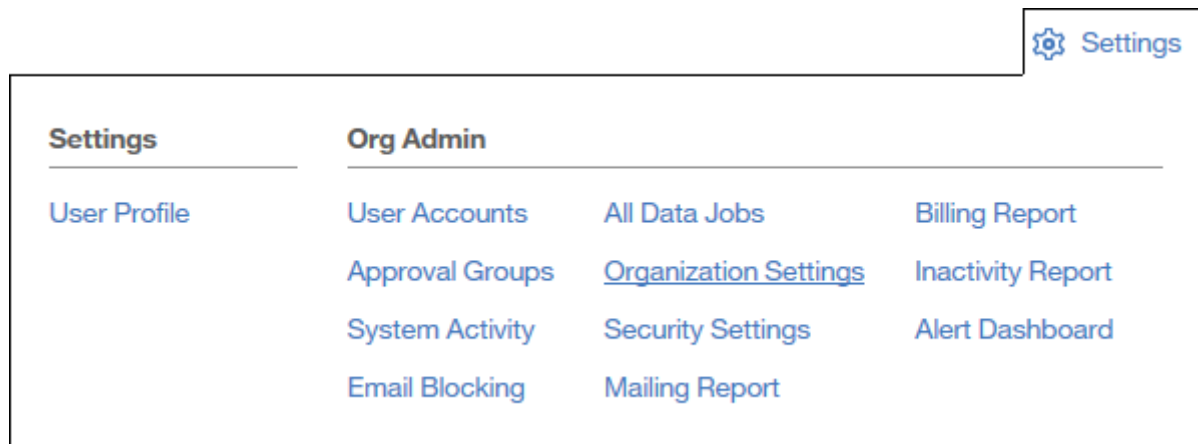
Client ID, Client Secret and a Response key.

*The Response Key is currently not required in Orbit

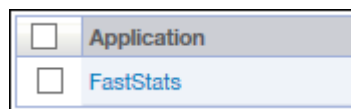
The first two are provided when creating an Application in Acoustic

Adding an Application

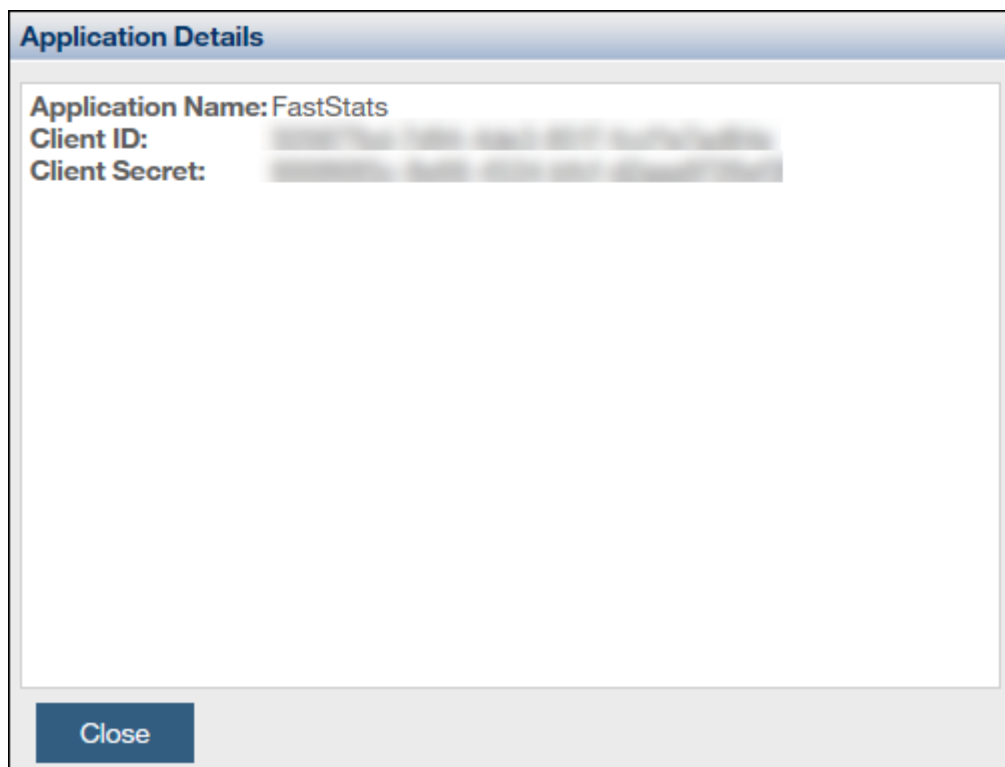
- From the **Settings** menu select **Organization Settings**



- From the **Application Account Access** node click **Add Application**
- Click in the application name to see the Application Details dialog



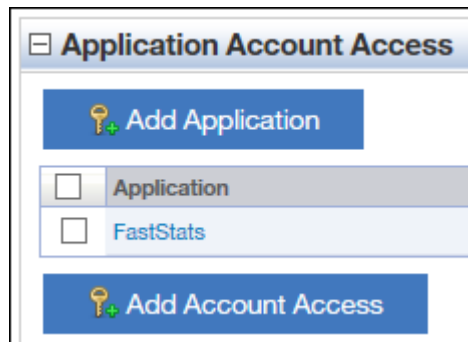
Application Details dialogue with the Client ID and Client Secret



The Response key is created when you add account access.

Add Account Access

- Click **Add Account Access** and select the new application from the list



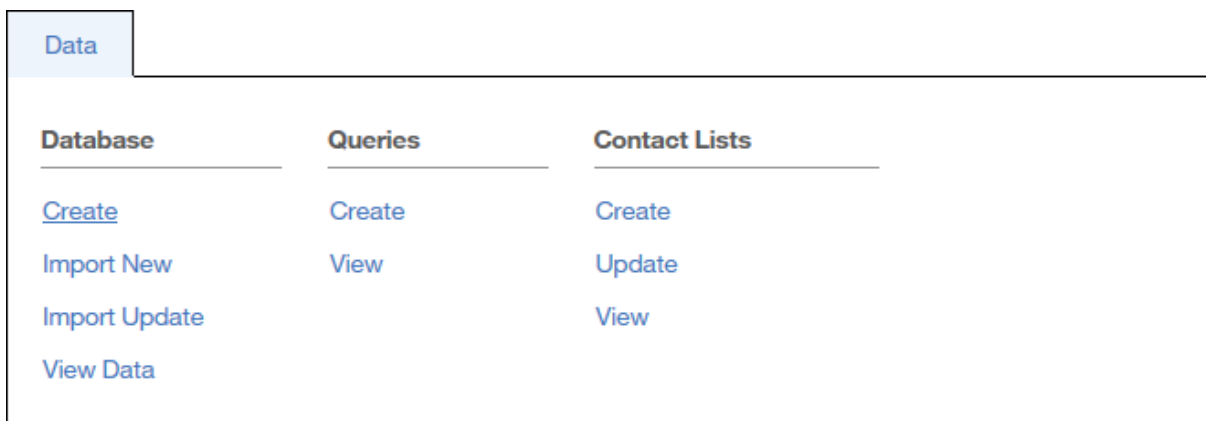
- Select the **Application** from the drop-down and the **User Account** from the **Add Account Access** form

Getting a Response Key

An email with the Response Key will be sent to the email address associated with the selected user.

Creating a Mailing Database

You need a Database for each mailing list, from the Data menu select Create from the database section



Database	Queries	Contact Lists
Create	Create	Create
Import New	View	Update
Import Update		View
View Data		

The database creation wizard launches.

From **Step 1** - choose the type of database and complete the form:

- You will most likely choose **Double Opt-In** or **Single Opt-In** depending on your preferences requirements.
- Enter a **Database or List Name**
- Click **Select** to choose the **Shared** area
- Either Flexible or Restricted will work, Restricted requires a Unique Identifier at setup.
- Click **Next**

Data
Content
Automation
Scoring
Reports
Resources
Applications

Create database / list

Steps:

1

2

Name

Add Fields

Field Name

Field Type

Text

Add Field

Database / List Fields

UID		Field Name	Field Type	Required	Default Value
	Edit	Email	System	No	
		Opt In Details	System	No	
		Email Type	System	No	
		Opted Out Date	System	No	
		CRM Lead Source	System	No	
		Last Modified Date	System	No	
		Opt Out Details	System	No	
		Opt In Date	System	No	
		CREATED_FROM	System	No	
	Edit	URN	Text	Yes	

Create
Cancel
Edit Unique Identifiers

You will need the following fields as a minimum:

URN - needed to map to the URN in a FastStats system

Email – (This is added by default in Acoustic and is set as the Unique Identifier)

Click **Edit Unique Identifiers** and set the **URN** field as the **UID**, click **Save**

UID	Field Name	Field Type
	CREATED_FROM	System
	Opt In Date	System
	Opt Out Details	System
	Last Modified Date	System
	CRM Lead Source	System
	Opted Out Date	System
	Email Type	System
	Opt In Details	System
☐	Email	System
☒	URN	Text
☐	Forename	Text

Any other fields such as the following are dependent on your campaign requirements, for example:

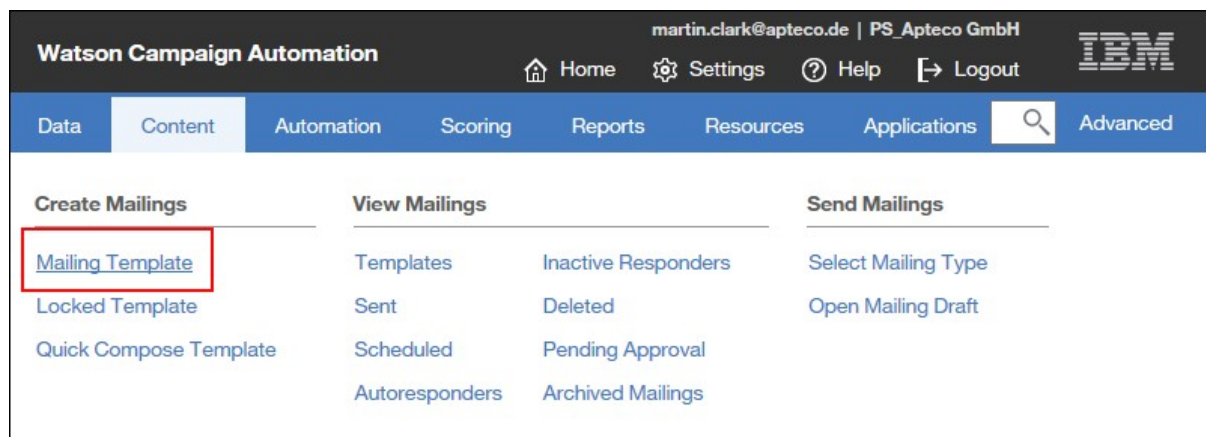
- Forename
- Surname
- Subject – used to personalize the message
- Run Number
- Communication Key - May be required for PeopleStage, click **Create** to complete the Database/list creation process

Note:

The above database name is used as the Master Table entry during the creation of the Channel in Apteco. If the Master Table is not specified Acoustic will create a database automatically. In this way you can still use Acoustic without creating a database.

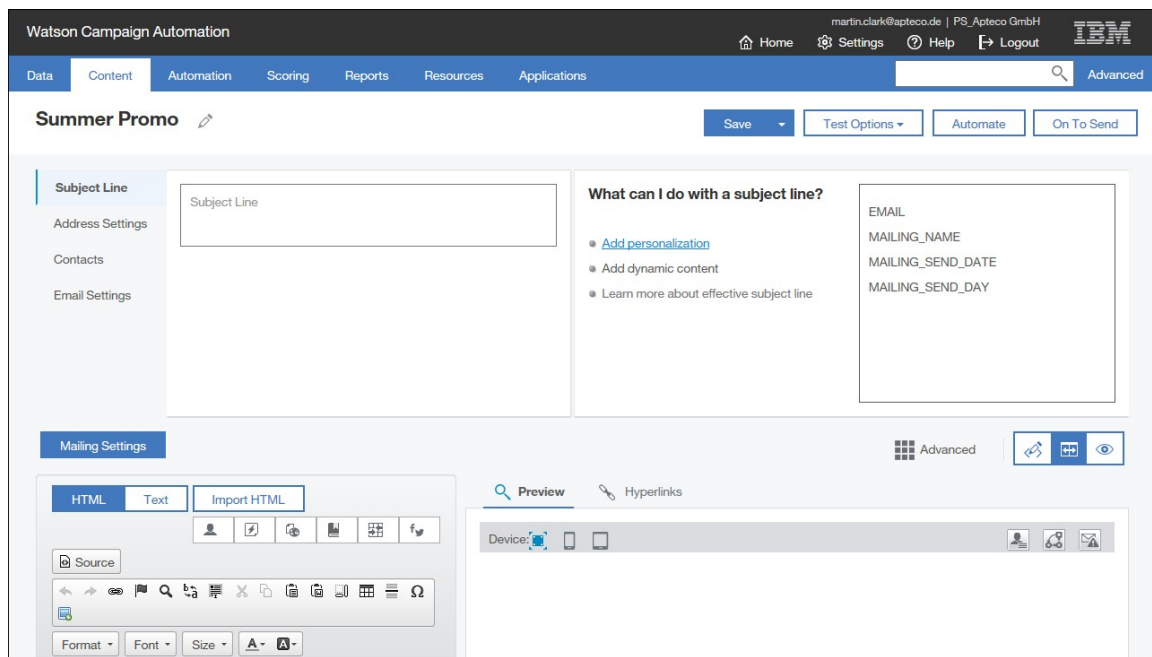
Creating a new Message in SilverPop

- From: **Content** go to *Mailing Template*



The Mailing Settings & Content dialogue opens

- Enter a **Mailing Name** for the message and complete the rest of the settings as appropriate:
 - Subject Line (dynamic content can be used e.g. "Welcome to Summer
- %%First Name%%", you will need to configure the Contacts first
- Import Message – To import a message



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

- To further Add/Edit HTML or text content use the **HTML** tab
- Once complete, click **Save Note**:



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