



Adobe® Marketing Cloud

Adobe Data Connector Integration for Selligent

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Adobe Data Connector Integration for Selligent

Key Benefits and Features

Key Benefits

This integration includes the following key benefits:

- Consolidate email marketing and analytics data into one reporting interface.
- Optimize email campaigns by conversion and contribution to revenue and site success.
- Re-market to key visitors and market segments based on dynamic marketing segments.

Dynamic Marketing Segments

This email integration supports dynamic marketing segments to help you drive your business. This integration features the following marketing segments, out of the box:

Segment	Description
Cart Abandonment Profile	Help visitors convert to customers through fine-tuned campaigns specifically designed for those who are hesitant to complete carts.
Purchases Profile	Increase repeat orders and average order value through campaigns targeted by visitor purchase patterns.
Product/Content View Behavioral Profile	Reach prospective customers through marketing segments based on product views and content access profiling.
Custom Re-Marketing Segments	Customers can also create and schedule custom re-marketing segments specific to the needs of their users.

Before you Activate this Integration

Before activating this integration, review the following items against your deployments of Adobe Analytics and your email software.

Doing so will ensure the appropriate best practices and pre-requisites are in place prior to activation. This will result in an optimal and successful integration.

Prerequisites for Adobe Marketing Reports & Analytics

Lists the necessary actions to take in Adobe Analytics before you can deploy the integration.

Prerequisite	Notes
Select Report Suite	Be advised that this integration is report-suite specific. Ensure that you have selected the desired report suite prior to activating the integration.
Configure Analytics variables	This integration requires custom events and custom eVars, and optionally additional events and additional eVars. See Configuring Analytics Variables for Selligent .
Authorized Representative	Be advised that the enablement of this integration might cause your company to incur fees in accordance with your service agreement with Adobe, Inc. or your service agreement with one of Adobe's trusted partners, as applicable. By activating this integration, you hereby represent that you are an authorized representative of your company; and as such, your company agrees to pay the fees, if any, set forth in the service agreement described above.
Enable Adobe Data Warehouse™	This integration requires the Data Warehouse to be enabled in order to generate remarketing segments. If you have not enabled the Adobe Data Warehouse, contact Adobe for details.
Recipient ID	The integration requires that we capture and store a "Visitor ID" within a Analytics variable (eVar). The Visitor ID (often referred to as the "Recipient ID") is an encoded or numeric representation of an email address from the Selligent system. This "Recipient ID" is associated with downstream visitor behavior on the site (cart abandons, purchases, etc.) that is pulled back into the Selligent system and can be leveraged for remarketing purposes. As part of the setup process, you must identify an eVar for this purpose when prompted by the Wizard.
External Tracking	If you're not currently following the best practice of enabling external tracking for each email campaign you send, you must do so to ensure a successful integration. See the Selligent section below for details.
Privacy Compliance	You should understand that by enabling Recipient or Visitor ID tracking, this feature may track personally identifiable information of your site visitors. This has privacy implications requiring the implementation of appropriate procedures by your organization, such as providing notice to, and consent of, your site visitors.

Configure Analytics Variables for Selligent

This integration requires 2 eVars to be reserved for each report suite implementation.

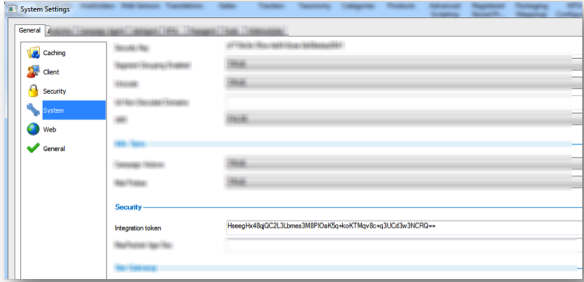
Apart from these eVars, a few events may be reserved depending on the data from Selligent, which you would like to see in Analytics. These eVars and events are described as below:

Variable Type	Variable Name	How it is Used	Settings
eVar	Message ID	To capture the individual email message campaign identification.	Status: Enabled Allocation: Most Recent Expire After: “Business Decision”
eVar	Recipient ID	To capture the anonymous identification for your customer who clicked the email campaign.	Status: Enabled Allocation: Most Recent Expire After: “Business Decision”
Event	Sent	To store the number of emails sent from Selligent.	Type: Numeric Participation: Enabled
Event	Delivered	To store the number of emails that were delivered.	Type: Numeric Participation: Enabled
Event	Views	To store the number of unique emails that were viewed.	Type: Numeric Participation: Enabled
Event	Clicks	To store the number of times any email was clicked.	Type: Numeric Participation: Enabled
Event	Bounced	To store the number of emails that were bounced.	Type: Numeric Participation: Enabled

Prerequisites for Selligent

Lists the necessary information to supply from your Selligent account before you can deploy the integration.

Prerequisite	Description
Valid Selligent Account	In order to use this Data Connectors integration, you must have a valid Selligent account.
Account Information	You will require the following information about your Selligent account during this integration setup: <ul style="list-style-type: none"> • Omniture Service URL: The URL can be derived from the URL used to log on to the Selligent Marketing solution. Replace the “/simweb/login.aspx” part of the url with “/automation/omniture.asmx” E.g: http://<client-specific install url>/automation/omniture.asmx • Query String Parameters:

Prerequisite	Description
	<p>These are appended in the landing page URL for Message ID and Recipient ID(Visitor ID). These are always MID and RID for Message ID and Recipient ID respectively.</p> <p>• Integration Token</p> <p>Launch the Manager tool from inside Simweb and go to Configuration > System Settings > General tab > System. Under Security, you can find the Integration token.</p>  <p>The screenshot shows a 'System Settings' window with a sidebar on the left containing icons for Caching, Client, Security, System, Web, and General. The 'System' icon is selected. The main area shows various settings with 'Check' buttons. Under the 'Security' section, the 'Integration token' field contains a long alphanumeric string: 'Hieeg1s48yGC2L3Lbms3MFP0aX0s4uKTMzB+3JGE3v3KCRG+'.</p>

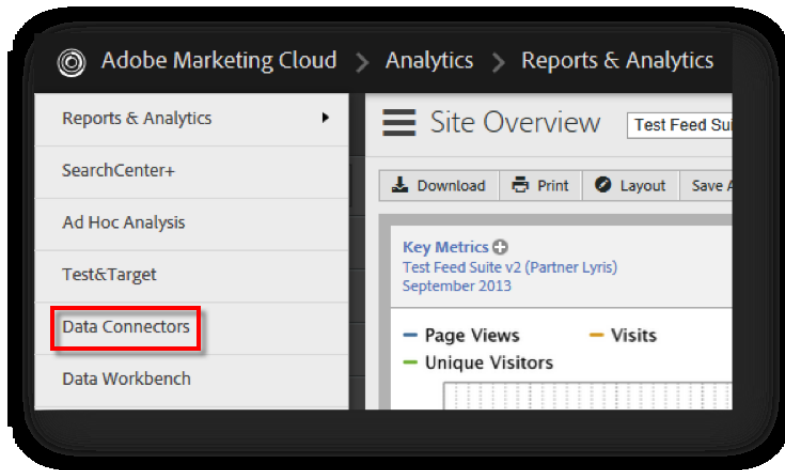
Deploying the Integration

Deploying this integration is a simple 3-step process.

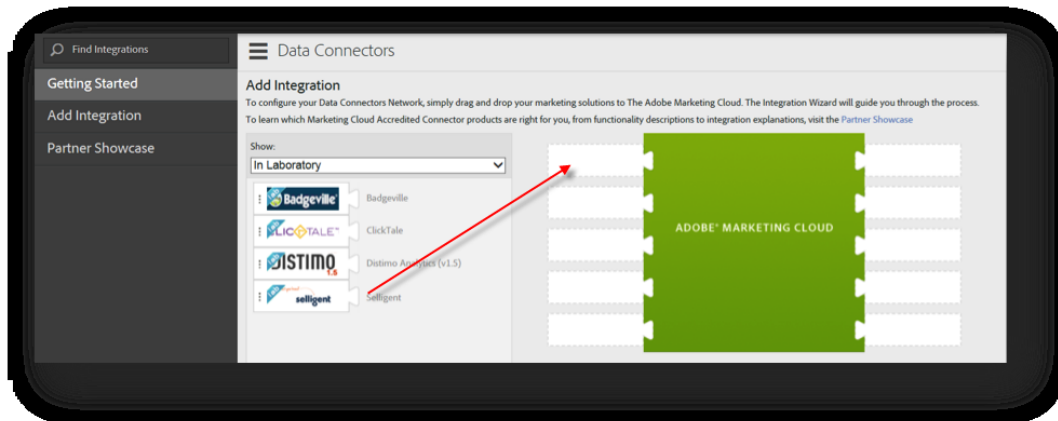
Completing the Integration Wizard

To activate the integration you must complete the Selligent integration wizard within the Data Connectors interface.

1. Navigate to the Data Connectors area within the Adobe Marketing Cloud.



2. Under **Add Integrations**, drag and drop the Selligent plugin into Adobe Marketing Cloud.



This will open up the Selligent Data Connector Integration.

3. **Integration Settings:** Choose the desired Report Suite and provide a name for the integration under **Integration Settings**.
4. Under **Custom Values**, fill in all your *Selligent account-related information*.

General Settings

These settings apply to the overall Integration

Report Suite
rmbbootshop

Name *
Demo

Email *
rimittal@adobe.com

Description

Custom Values

Please declare the following values to continue with this integration.

Integration Token *

This token can be found in the Manager under: System Settings > General > System > Security > Integration Token

Omniure Service URL *

This variable should contain the url to the Omniure webservice

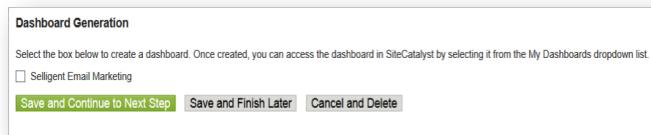
5. **Variable mapping:** Choose the appropriate *reserved eVars and events* from the drop down menus:

eVars

Please use the fields below to map the integration settings to your report suite eVars

Metric	SiteCatalyst eVar	Rename the chosen SiteCatalyst metric
Export conversion 1 <small>Custom Conversion</small>	-- None Selected --	Export conversion 1 <input type="checkbox"/>
Export Conversion 2 <small>Custom Conversion</small>	-- None Selected --	Export Conversion 2 <input type="checkbox"/>
Export Conversion 3 <small>custom Conversion</small>	-- None Selected --	Export Conversion 3 <input type="checkbox"/>
Message ID * <small>Variable to collect the message ID</small>	-- None Selected -- Tracking Code (campaign) Hit Number (eVar 1) Visit Count (eVar 2) Recipient ID (eVar 3) Commerce Variable 4 (eVar 4) Commerce Variable 5 (eVar 5) Message ID (eVar 6)	Message ID <input type="checkbox"/>
Recipient ID * <small>Variable to collect the Recipient ID</small>		Recipient ID <input type="checkbox"/>
Events		
Please use the fields below to map		
Metric	SiteCatalyst Event	Rename the chosen SiteCatalyst metric
Bounced * <small>Variable used to collect the number of bounced messages</small>	-- None Selected --	Bounced <input type="checkbox"/>
Clicks * <small>Variable used to collect the number of clicks for the messages</small>	-- None Selected --	Clicks <input type="checkbox"/>
Delivered * <small>Variable used to collect the number of messages delivered</small>	-- None Selected --	Delivered <input type="checkbox"/>

- Data Settings:** You may choose your own segments under **Your Segments** apart from the 3 automated **Partner** segments.
- This integration may require downloading a few data point to your Selligent account. You may choose to give access for the same under **Access Request**.
- Under **Data Collection**, choose an automated or manual solution (JavaScript Plug-in) to collect query string parameters from the landing page URL. If you choose an automated solution, enter your query string parameter for Message ID and Recipient ID which is MID and RID respectively. For JavaScript Plug-in, contact your Adobe Consultant.
- Report Settings:** Under **Dashboard Generation**, check the box to have the Selligent dashboard automatically generated for you.



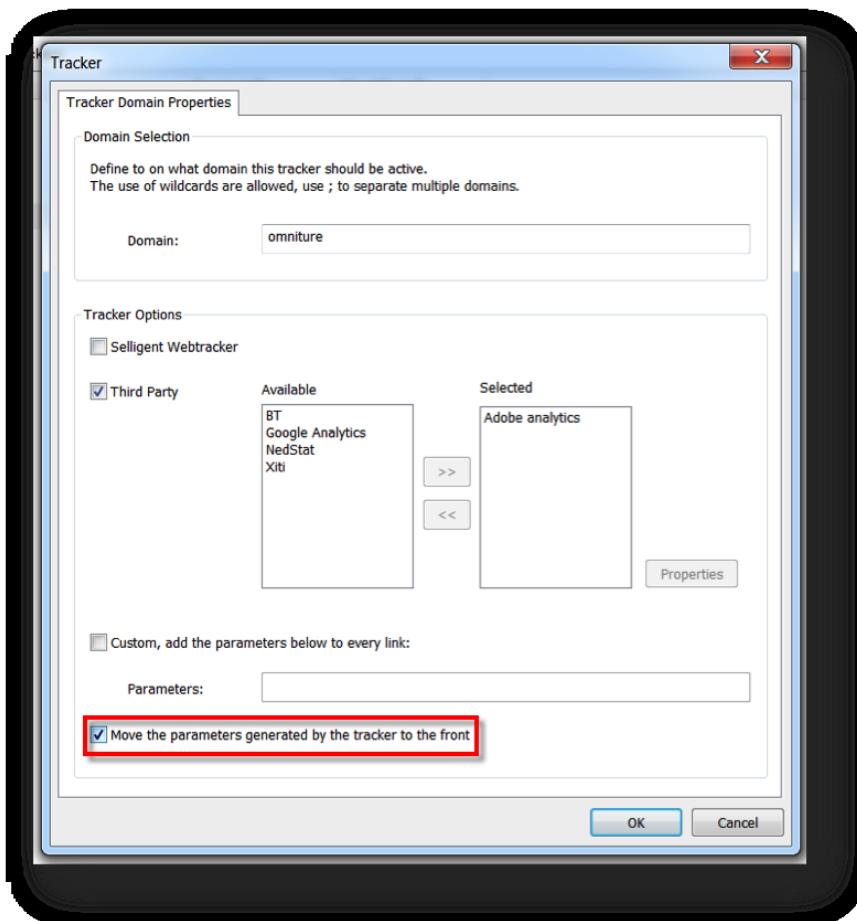
10. Review the integration summary and click **Activate**.

Configuration within Selligent

As soon as the Integration is enabled inside Adobe Analytics, an automatic configuration is enabled on the Selligent side.

A tracker has been created which will track every e-mail. In case you want to limit it to a certain domain, please update the tracker configuration.

We highly recommended that you move the tracking parameter for Adobe Analytics in the URL to the front. This will ensure that the Adobe Processing rules pick up the parameters from the landing page URL. Enable the tracking by checking the checkbox as shown below.



Verifying the Integration

Once all deployment steps have been completed you can validate that the integration is successfully transferring data.

It will take a few days for the data exchange to begin. Please make sure you contact Selligent after you activate the integration.

Integration Activity Log

Navigate to your Selligent Integration within Data Connectors. Under the **Support** tab, you should see events like Metric Data imported and/or Classification Data imported successfully :

The screenshot displays the 'Integration Activity Log' interface. At the top, there are tabs for 'Dashboards', 'Support', and 'Configure'. The 'Support' tab is selected. Below the tabs, there are three columns of information:

- Integration Info:** Version: 0.1, Activation Date: 27 June 2013, Email: (empty), Report Suite: (empty), Name: (empty), Description: (No description).
- Selligent Support:** selligent@selligent.com, +32 11 82 20 45.
- Adobe OBU Support:** clientcare@adobe.com, 800.497.0335.
- Resources:** Next steps.

The 'Integration Activity Log' section is below, with tabs for 'Data In', 'Data Out', and 'Change Log'. The 'Data In' tab is selected. The log shows a date range of '15 Oct 2013 - 15 Nov 2013' and a 'Show: All' dropdown. The log table has two columns: 'Event' and 'Date'.

Event	Date
Metric data imported successfully (35 Row(s)).	07 November 2013 at 2:07pm
Metric data imported successfully (2 Row(s)).	07 November 2013 at 1:07pm

Reporting Data

View your Selligent Message reports with appropriate metrics.

1. Go to Report & Analytics under Adobe Marketing Cloud.
2. Select the appropriate Report Suite.
3. Under **Custom Conversion**, select the **Message ID Reports** and choose **Message ID/Message Name**.

Query String Param Plug-In Code

Reserve the necessary eVars in the Admin Tool of Adobe Analytics before you work with the code below.

Once you know the *eVars that you have reserved*, replace eVarN with the relevant eVar, for example eVar10.

```

/*
 * Plugin: getQueryParam 2.3
 */
s.getQueryParam=new Function("p","d","u",""
+"var s=this,v='',i,t;d=d?d:'';u=u?u:(s.pageURL?s.pageURL:s.wd.locati"
+"on);if(u=='f')u=s.gtfs().location;while(p){i=p.indexOf(',');i=i<0?p"
+" .length:i;t=s.p_gpv(p.substring(0,i),u+'');if(t){t=t.indexOf('#')>-"
+"1?t.substring(0,t.indexOf('#')):t;}if(t)v+=v?d+t:t;p=p.substring(i="
+"=p.length?i:i+1)}return v");
s.p_gpv=new Function("k","u",""
+"var s=this,v='',i=u.indexOf('?'),q;if(k&&i>-1){q=u.substring(i+1);v"
+"=s.pt(q,'&','p_gvf',k)}return v");
s.p_gvf=new Function("t","k",""
+"if(t){var s=this,i=t.indexOf('='),p=i<0?t:t.substring(0,i),v=i<0?'T"
+"rue':t.substring(i+1);if(p.toLowerCase()==k.toLowerCase())return s."
+"epa(v)}return ''");

/*in the s_doPlugins function - Replace N with actual eVar number*/
s.eVarN=s.getQueryParam("<insert Selligent QS Param>");
//places query param value from Message ID in eVarN variable s.eVarN=s.getQueryParam("<insert
Selligent QS Param>");
//places query param value from Receptient ID in eVarN variable

```