

# PUSH MAIL



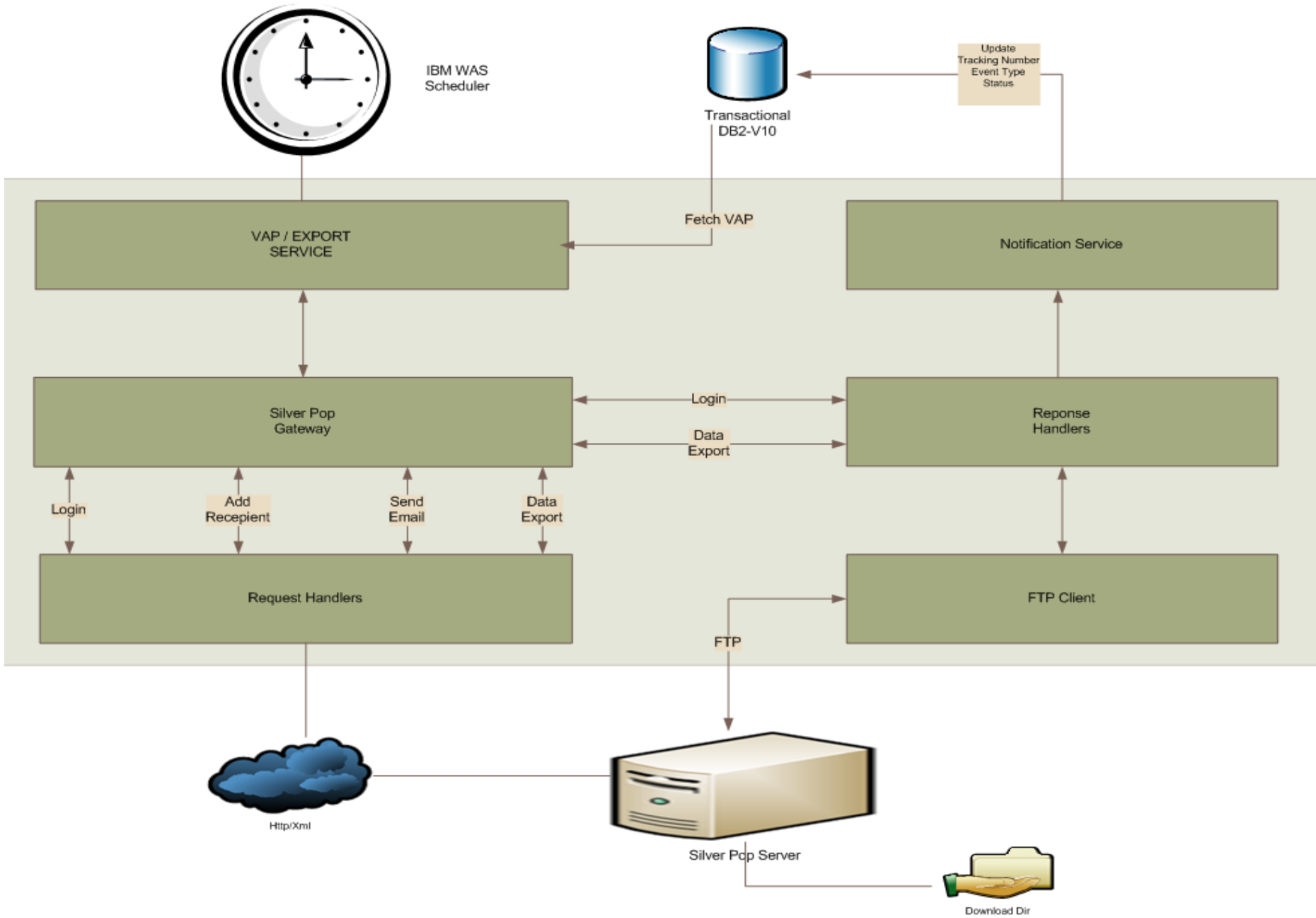
# Executive Summary

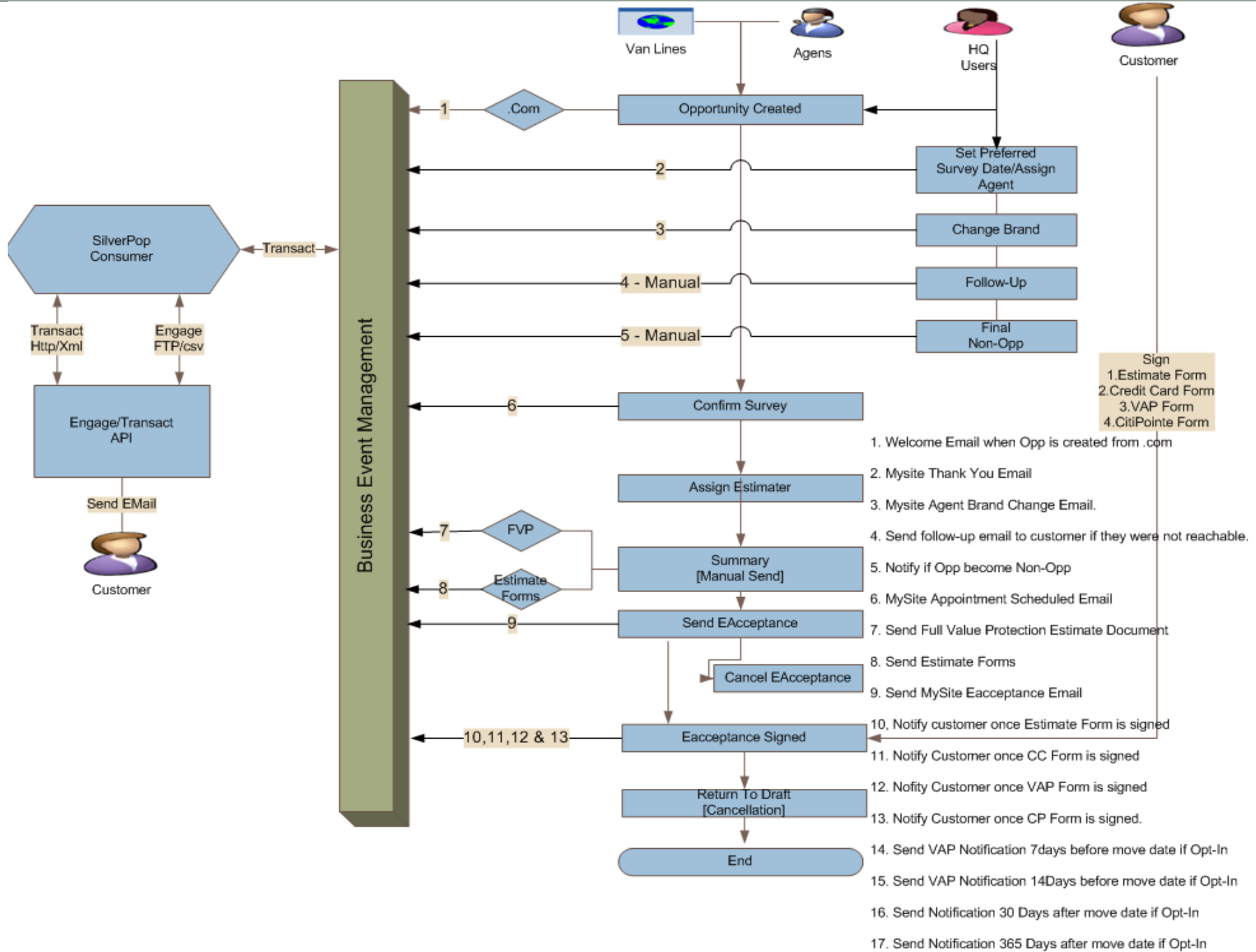
UniGroup launched its current email marketing effort targeting consumers of full-service and DIY household services in March, 2012 with the five objectives in mind:

1. Improve conversion of lead to order
  2. Deliver revenue generating offers
  3. Increase value-added sales
  4. Improve customer experience and loyalty
  5. Expand to agent use for local and intrastate customers
- The program targets consumers at multiple steps before, during and after the move process. In total marketing has identified 19 potential touch points for full-service consumers (and 10 touch points for DIY(out-of-scope for 2013)). Through October, 2012, however, marketing has been able to reach customers through three touch points for the van lines and one touch point for UMC.
  - The program uses a third-party email deployment system (SilverPop) which is integrated with UniGroup's Quotes to Go system. The third-party system provides a delivery and reporting capability that allows marketing to benchmark various points of data. Marketing monitors how many email messages are sent, received, delivered, opened and clicked on. Additionally marketing monitors the unsubscribe rate which has been very low to date.

# Before Push

- Intrastate HHGD customer emails were being sent from QTG Application (JavaMail).
- Silver-Pop Engage was used to send 7/14Days VAP promotional Email to Customers.
- QTG had VAP scheduler to send the 7/14Days VAP details to silver-pop on daily basis and has Data Export scheduler to update the sent status in notification table.
- QTG Sends Login, Add Recipient and Send Mailing request per message.
- VAP Templates are configured in Silver-Pop Transact Portal.





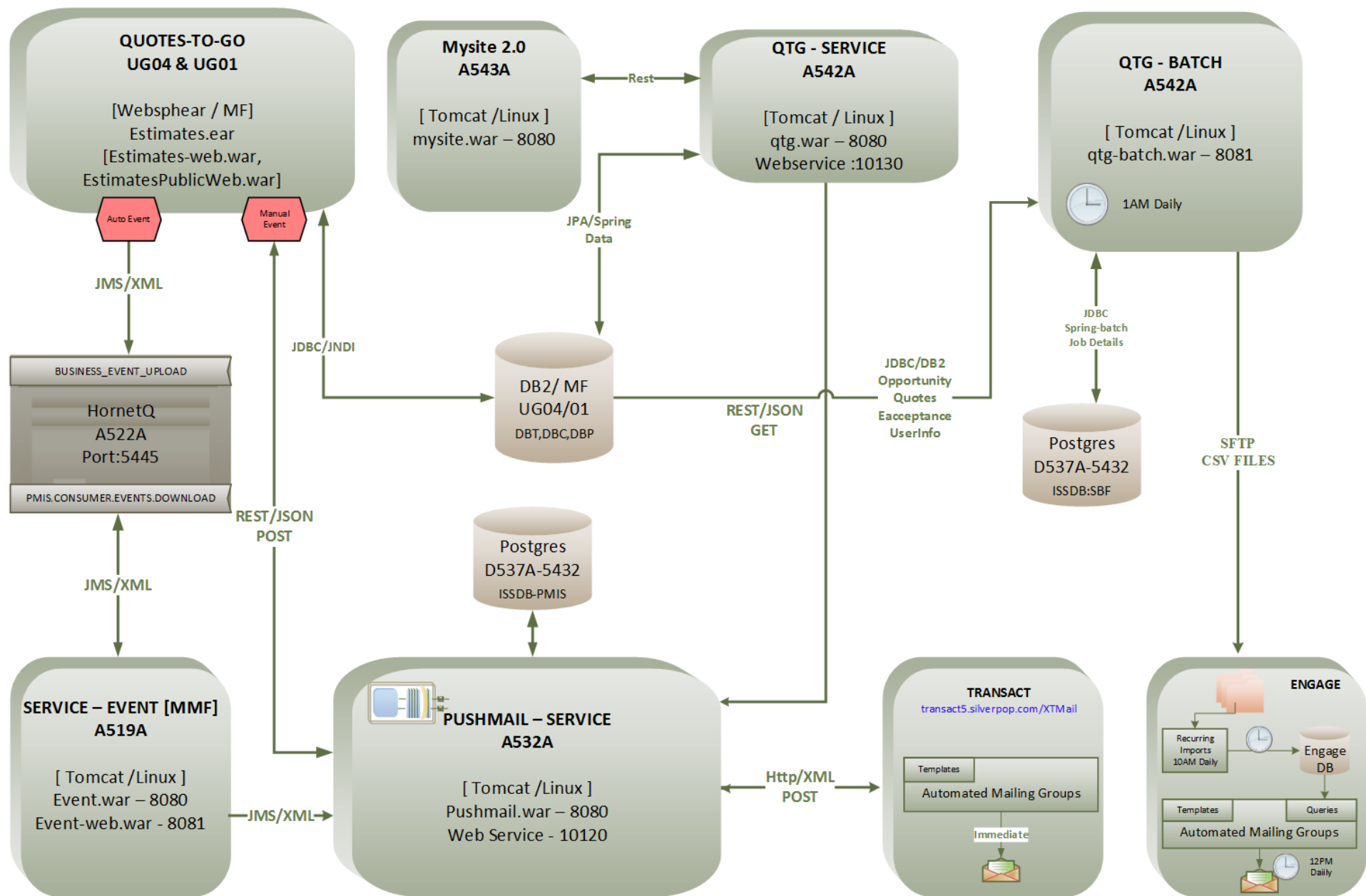
- Develop service-qtg to expose Opportunity, Quote and EAcceptance resources as REST services.
- Develop pushmail-service to handle Transact emails from MMF/Rest Service.
- Develop batch-qtg to export data from QTG database to Engage Database.
- Leverage the Silver-Pop Transact APIs to send Transactional email immediately to the customers.
- Leverage the Silver-Pop Engage APIs –(Relational Database, Queries, Automation Mail Group, Templates, Etc) for Promotional Emails.
- Leverage the Business Event Integration [MMF], Unigroup's in-house middleware to communicate between QTG and pushmail-service.

# **Silverpop Transact**

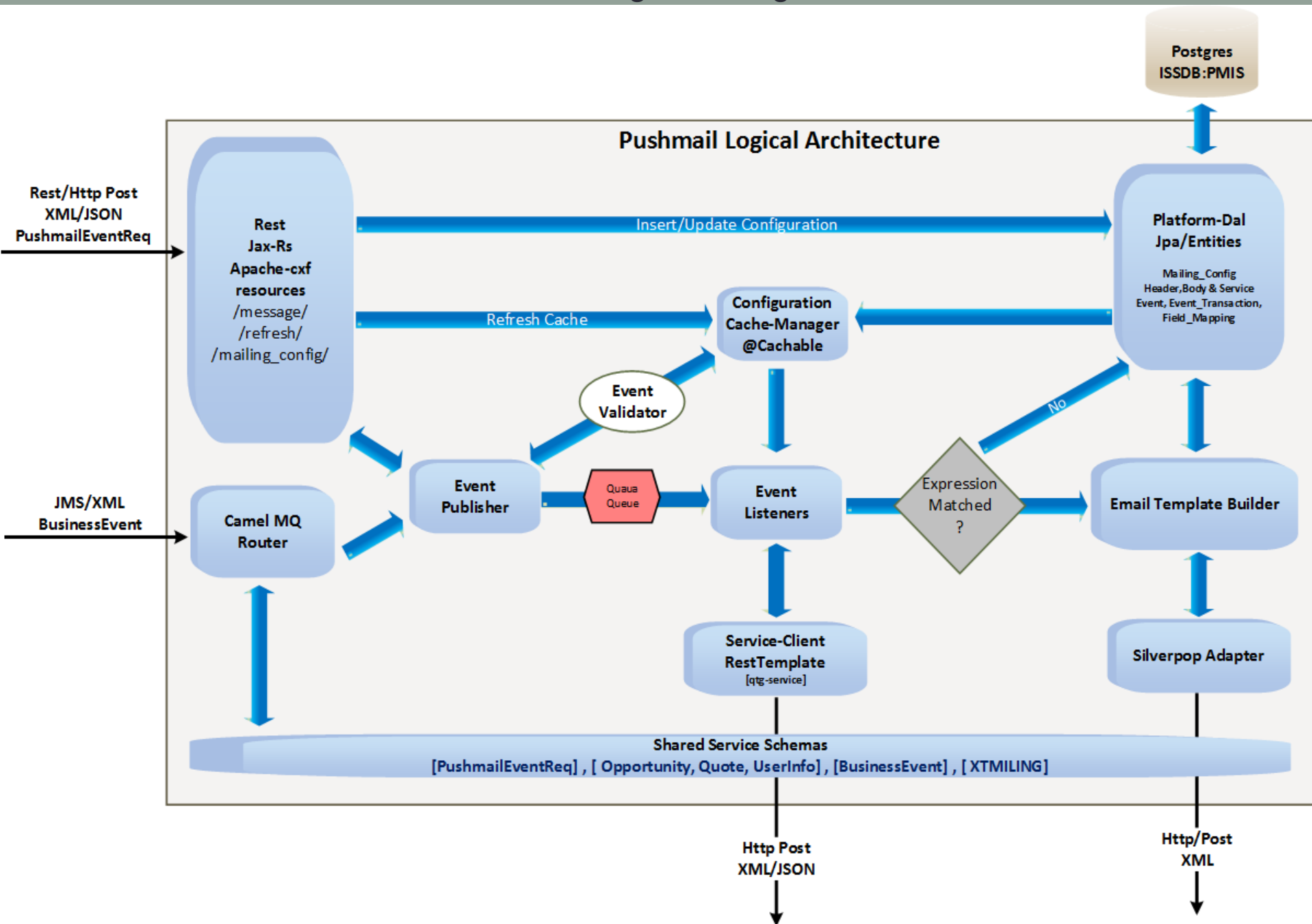
## **For**

# **Transactional Emails**

## 8







```
{
  "producer":"QTG",
  "prodInstance":null,
  "correlationId":"9a596627c96aa70c235965c30aece877",
  "transactionId":"495c612c729583c08626d59dd63e4763",
  "version":"1.01",
  "eventType":"QTG_EACCEPTANCE_SIGNED",
  "originalMsgTimestamp":1401253989655,
  "businessDomain":"QTG",
  "properties":[
    {
      "key":"OPPORTUNITY_ID",
      "value":"3DE8CC5000000282071407146BAEF771",
      "oldValue":null
    },{
      "key":"QUOTE_ID",
      "value":"3DF3609A00000028207140714AFCB13EE",
      "oldValue":null
    },{
      "key":"EACCEPT_FORM_TYPE",
      "value":"CityPointe Referral Authorization",
      "oldValue":null
    }
  ]
}
```

1. QTG detects the Auto Events(Opp Created, Brand Change, Etc) when objects are saved (Hibernate OnSave Interceptors) and sends the BusinessEvents to MMF via HomerQ (BUSINESS\_EVENT\_UPLOAD) as a XML Message. MMF in turns sends all the events to configured consumer queues(PMIS.CONSUMER.EVENTS.DOWNLOAD), Pushmail is one of the consumer.
2. QTG detects the Manual Events(Send EAcceptance, Send FVP) when users clicks specific actions and sends the Events to Pushmail as a JSON request via Rest Service.
3. Pushmail receives the Events from MMF/Rest Service and validate the Events by Event Name configured in the mailing\_configuration table. Pushmail consumer is configured as Async, so QTG no need to wait.
4. Required QTG-Services will be called in sequence based on the service-configuration table and response will be added in to the Spring Evaluation Context.
5. Configured spring expression will be evaluated based on the spring context.
6. If the expression is matched, then MailingTemplateBuilder builds the XTMAILING transact XML based on the mailing\_header\_field\_configuration & mailing\_body\_field\_configuration tables. (CAMPAIGN\_ID, TO\_EMAIL, CUST\_FIRST\_NAME, CUST\_LAST\_NAME, etc).
7. Silverpop adaptor sends the XTMAILING XML data to Transact server via Http/Post.
8. Transact Server sends the email to the customers immediately based on the automated mailing group(campaign\_id) configured for this event.
9. Pushmail, save the Event details in pushmail\_event, event\_field\_mapping & event\_transaction tables.

<http://devwebservice02.unigroupinc.com:10130/qtg/api/>

- ◆ /opportunities/{opportunityId}
- ◆ /opportunities?trackingId={trackingId}
- ◆ /opportunities/{opportunity\_id}/quotes/
- ◆ /quotes/{quoteId}
- ◆ /quotes/{quoteId}/eAcceptances
- ◆ /eAcceptances/{eAcceptanceId}
- ◆ /eAcceptanceAuthorization/{eAcctAuthId}

# Transact Event Configuration

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EVENT_NAME	EXPRESSION	SOURCE
QTG_AGENCY_ASSIGNED	( (#opp.brandCode == 'U'    #opp.brandCode == 'M') && 'Assigned to Agency'.equals(#opp.status) && 'Interstate'.equals(#opp.authorityType) )	MMF
QTG_AGENT_BRAND_CHANGE	(#opp.brandCode == 'U'    #opp.brandCode == 'M') && 'Interstate'.equals(#opp.authorityType)	MMF
QTG_CUSTOMER_FOLLOWUP	( (#opp.brandCode == 'U'    #opp.brandCode == 'M') && 'Interstate'.equals(#opp.authorityType))	REST
QTG_CUSTOMER_FOLLOWUP_FINAL	( (#opp.brandCode == 'U'    #opp.brandCode == 'M') && 'Interstate'.equals(#opp.authorityType))	REST
QTG_EACCEPTANCE_SIGNED	( (#opp.brandCode == 'U'    #opp.brandCode == 'M') && 'Value-Added Package Materials'.equals(#event.getEventFieldsAsMap()['EACCEPT_FORM_TYPE']) && (#eaccept!=null && #eaccept.getEAcceptance()!=null && #eaccept.getEAcceptance().size()>0) )	MMF
QTG_EACCEPTANCE_SIGNED	( (#opp.brandCode == 'U'    #opp.brandCode == 'M') && 'Value-Added Package Materials'.equals(#event.getEventFieldsAsMap()['EACCEPT_FORM_TYPE']) && (#eaccept!=null && #eaccept.getEAcceptance()!=null && #eaccept.getEAcceptance().size()>0) )	MMF
QTG_EACCEPTANCE_SIGNED	( (#opp.brandCode == 'U'    #opp.brandCode == 'M') && 'CityPointe Referral Authorization'.equals(#event.getEventFieldsAsMap()['EACCEPT_FORM_TYPE']) && (#eaccept!=null && #eaccept.getEAcceptance()!=null && #eaccept.getEAcceptance().size()>0) )	MMF
QTG_EACCEPTANCE_SIGNED	( (#opp.brandCode == 'U'    #opp.brandCode == 'M') && 'Credit Card Authorization'.equals(#event.getEventFieldsAsMap()['EACCEPT_FORM_TYPE']) && (#eaccept!=null && #eaccept.getEAcceptance()!=null && #eaccept.getEAcceptance().size()>0) )	MMF
QTG_EACCEPTANCE_SIGNED	( (#opp.brandCode == 'U'    #opp.brandCode == 'M') && 'Auto Estimate Forms'.equals(#event.getEventFieldsAsMap()['EACCEPT_FORM_TYPE']) && (#eaccept!=null && #eaccept.getEAcceptance()!=null && #eaccept.getEAcceptance().size()>0) )	MMF

# Transact Mailing Service Configuration

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ORDER	SERVICE URL	REQUEST PARAM
1	http://devwebservice02.unigroupinc.com:10130/qtg/api/opportunities/{opportunity_id}	{"opportunity_id" : "#event.getEventFieldsAsMap()['OPPORTUNITY_ID']"}
2	http://devwebservice02.unigroupinc.com:10130/qtg/api/quotes/{quote_id}	{"quote_id": "#event.getEventFieldsAsMap()['QUOTE_ID']"}
3	http://devwebservice02.unigroupinc.com:10130/qtg/api/users/{user_code}?brandType={brand_type}	{"user_code" : "#opp.createdByUserCode", "brand_type" : "#opp.brandCode"}
4	http://devwebservice02.unigroupinc.com:10130/qtg/api/users/{user_code}?brandType={brand_type}	{"user_code" : " #opp.salesPersonUserCode!=null && #opp.salesPersonUserCode.length()>0 ? #opp.salesPersonUserCode : (#opp.assignedEstimatorUserCode!=null && #opp.assignedEstimatorUserCode.length()>0 ? #opp.assignedEstimatorUserCode:'null') ", "brand_type" : "#opp.brandCode"}
1	http://devwebservice02.unigroupinc.com:10130/qtg/api/opportunities/{opportunity_id}	{"opportunity_id" : "#event.getEventFieldsAsMap()['OPPORTUNITY_ID']"}
4	http://devwebservice02.unigroupinc.com:10130/qtg/api/quotes/{quote_id}/eAcceptances?formType={formType}&formStatus={formStatus}	{"quote_id": "#event.getEventFieldsAsMap()['QUOTE_ID']", "formType": "#event.getEventFieldsAsMap()['EACCEPT_FORM_TYPE']", "formStatus": "Accepted"}

# Transact Vs Pushmail Fields Mapping

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ENGAGE_TAG_NAME	PUSHMAIL_OBJECT
TO_EMAIL	#opp.customer.email
TEMPLATE_ID	(#opp.brandCode == 'M'?8277975:8277971)
CUSTOM_EMAIL_BODY	#event.getEventFieldsAsMap()['CUSTOM_EMAIL_BODY'] ? : ''
ORDER_NUMBER	(#quote!=null && #quote.legacyOrderInfo!=null? #quote.legacyOrderInfo.nbrBokrAgnt.concat('-').concat(#quote.legacyOrderInfo.nbrOrdre).concat('#quote.legacyOrderInfo.yearOrdre:'))
AUTH_CODE	#opp.authCode ? : ''
BRAND	#opp.brandType ? : ''
CUST_FIRST_NAME	#opp.customer.firstName ? : ''
CUST_LAST_NAME	#opp.customer.lastName ? : ''
MOVE_TYPE	#opp.moveType ? : ''
FVP_FORM_URL	#event.getEventFieldsAsMap()['FVP_FORM_URL'] ? : ''
SIG_EMAIL	#user !=null && #user.email != null ? #user.email : ''
SIG_LAST_NAME	(#user != null && #user.lastName != null ? #user.lastName : '')
CUSTOM_EMAIL_SUBJECT	#event.getEventFieldsAsMap()['CUSTOM_EMAIL_SUBJECT'] ? : ''
SIG_FIRST_NAME	(#user != null && #user.firstName != null ? #user.firstName : (#quote!=null && #quote.codeSubCmpyEst!=null ? (#quote.codeSubCmpyEst == 'M' ? 'Mayflower Transit' : 'United Van Lines') : #opp.brandType))

In the meantime, don't forget to check out your **personalized online move planner**, [MyUnited](#), which includes:

- Moving tips and helpful packing videos
- Special offers to save you time and money
- Your own personalized moving checklist
- The ability to review and eAccept your move documents

Thank You,

United Van Lines  
One United Dr.  
St. Louis, MO. 63026  
[UnitedVanLines.com](http://UnitedVanLines.com)



## Trend Reports: summary

**Org Name:** UniGroup: Transact

**Users:** 7

**Mailing(s):** 3,746

**Contact Source Filter:** Off

**Tag(s):**

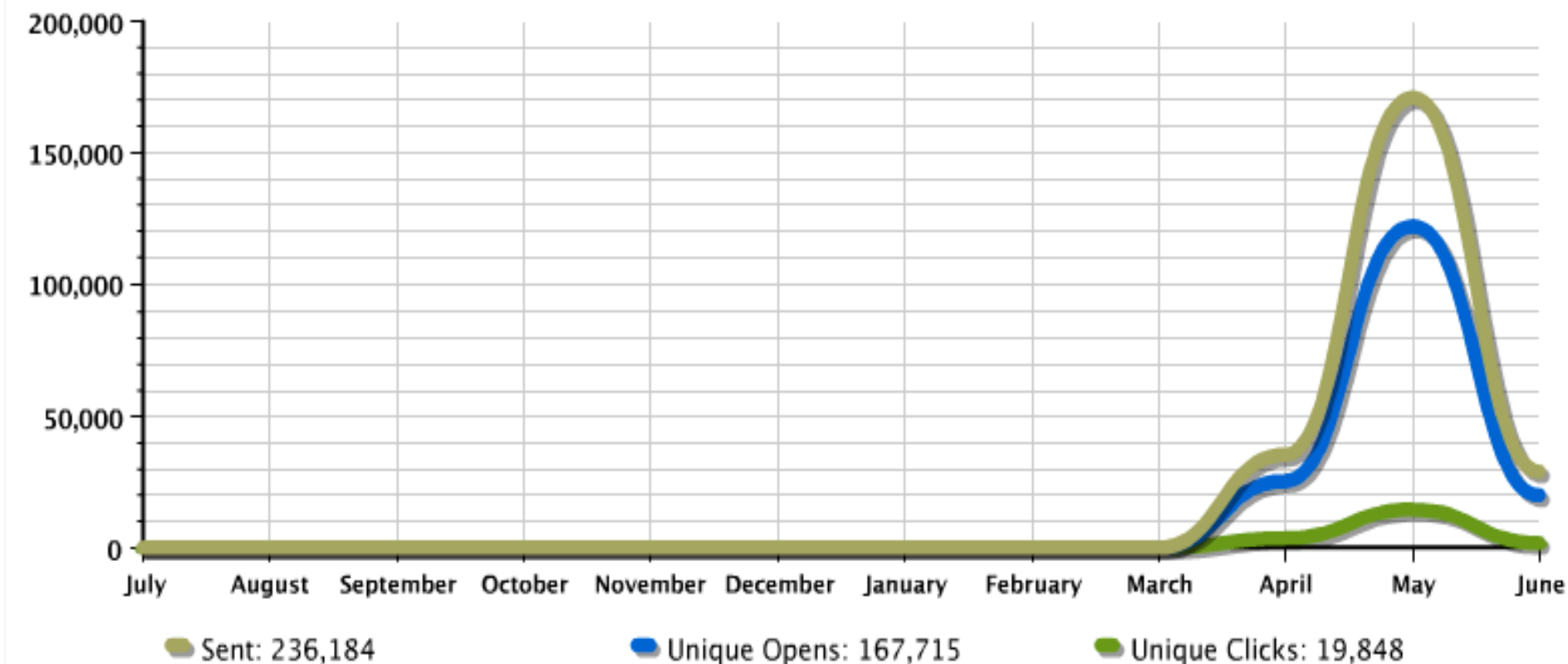


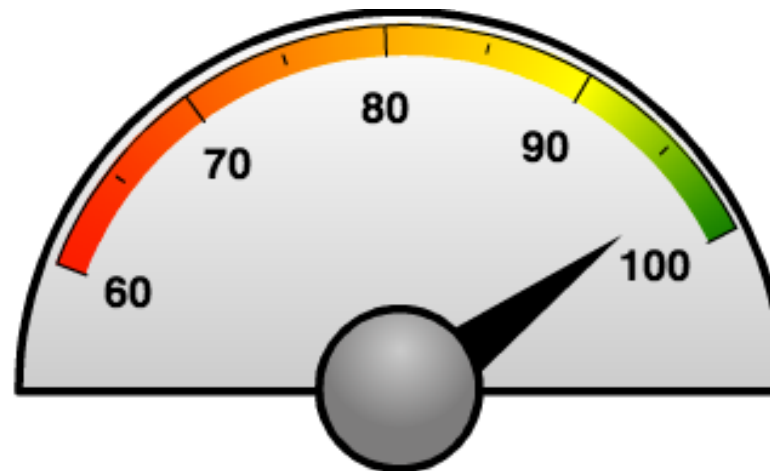
**Last 12 Months**

07/01/2013 - 06/30/2014

### Tracking

Options ▾





**Delivered % = 97.09%**

Deliverability Metrics	Total	Rate
Sent Messages	236,189	100.00%
Suppressed	0	0.00%
Inbox Monitoring	0	0.00%
Seed List	0	0.00%
<a href="#">Hard Bounces</a>	5,941	2.52%
<a href="#">Soft Bounces</a>	931	0.39%
Total Bounces	6,872	2.91%
Delivered Messages	229,317	97.09%

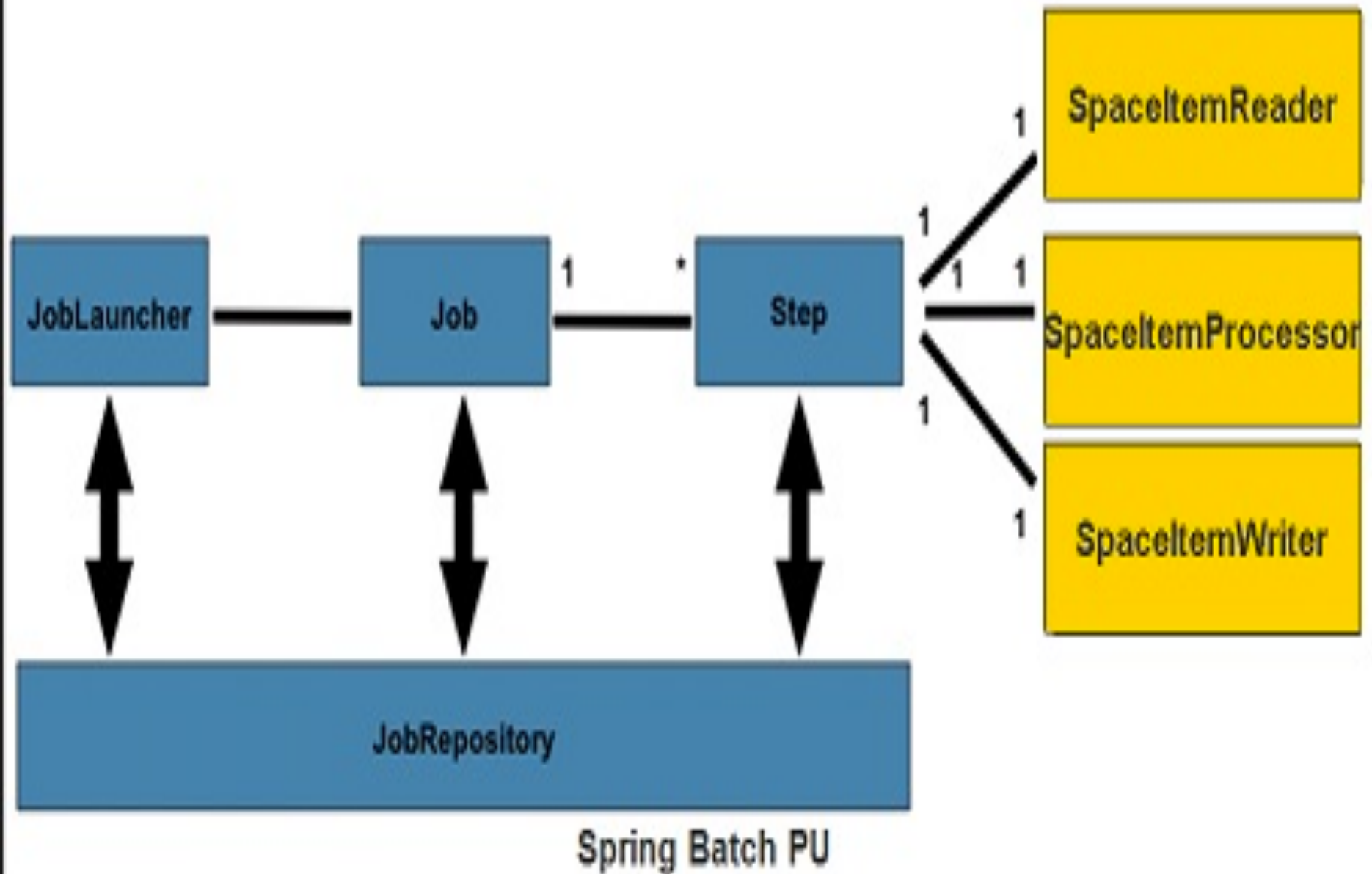
```
<XTMAILING>
  <CAMPAIGN_ID>300401</CAMPAIGN_ID>
  <TRANSACTION_ID>trans-1234</TRANSACTION_ID>
  <SHOW_ALL_SEND_DETAIL>false</SHOW_ALL_SEND_DETAIL>
  <SEND_AS_BATCH>false</SEND_AS_BATCH>
  <NO_RETRY_ON_FAILURE>false</NO_RETRY_ON_FAILURE>
  <SAVE_COLUMNS>
    <COLUMN_NAME>Name</COLUMN_NAME>
    <COLUMN_NAME>Address</COLUMN_NAME>
  </SAVE_COLUMNS>
  <RECIPIENT>
    <EMAIL>person@domain.com</EMAIL>
    <BODY_TYPE>HTML</BODY_TYPE>
    <PERSONALIZATION>
      <TAG_NAME>Flight-number</TAG_NAME>
      <VALUE>Flight 807</VALUE>
    </PERSONALIZATION>
    <PERSONALIZATION>
      <TAG_NAME>Flight_information</TAG_NAME>
      <VALUE>
        <![CDATA[
          <HTML><span style="color:#000000;">No meals on this flight</span></HTML>
        ]>
      </VALUE>
    </PERSONALIZATION>
  </RECIPIENT>
</XTMAILING>
```

# **Silverpop Engage**

## **For**

# **Promotional Emails**

- Develop a qtg-batch (Spring Batch) application to Export Opportunities, Quotes and Eacceptances details from QTG DB2 database to Engage Database as a CSV files via SFTP on daily basis.
- Create Relational Database, Queries & Templates in Engage Portal.
- Configure the Recurring Imports to import the CSV files into database from upload directory.
- Configure a Automation Mailing Group (use mailing template) to run against database using queries to send promotional emails.



**Query Name: U\_VAP\_7\_DAYS\_PROD**

Parent Database: [prod\\_opportunity](#)

Owner: [bala\\_engage@unigroup.com](mailto:bala_engage@unigroup.com)

Locked Criteria:

Editable Criteria: WHEN

---

In Relational Table: **prod\_quote\_eaccept**

WHEN **VALUATION\_TYPE** is equal to **A**

**AND VAP\_SELECTED** is blank

**AND BINDING\_OPTION** contains one of the following (**W | NW**)

**AND QUOTE\_TYPE** is equal to **HHGD**

**AND ORDER\_STATUS\_CODE\_RORD** does not contain one of the following (**2 | 3 | 4 | 6 | 9 | W**)

**AND QUOTE\_STATUS** is equal to **REGISTERED**

**AND HAS\_EACPT** is equal to **Yes**

**AND (HHGD\_ESTIMATE\_STATUS** contains one of the following (**Sent | Accepted**)

**OR CREDIT\_CARD\_STATUS** contains one of the following (**Sent | Accepted**)

**OR CITIPOINT\_STATUS** contains one of the following (**Sent | Accepted**)

**OR VAP\_STATUS** contains one of the following (**Sent | Accepted**))

**AND DATE\_LOAD\_ERLY** is exactly **7 days** away

---

**AND BRAND\_CODE** is equal to **U**

**AND OPP\_STATUS** is not equal to **Non Opp**

**AND U\_PROMO\_PREF\_FLAG** is not equal to **No**

**AND AUTH\_ID\_CODE** is not blank

## Trend Reports: summary

**Org Name:** UniGroup, Inc

**Users:** 7

**Mailing(s):** 1,112

**Contact Source Filter:** Off

**Tag(s):**

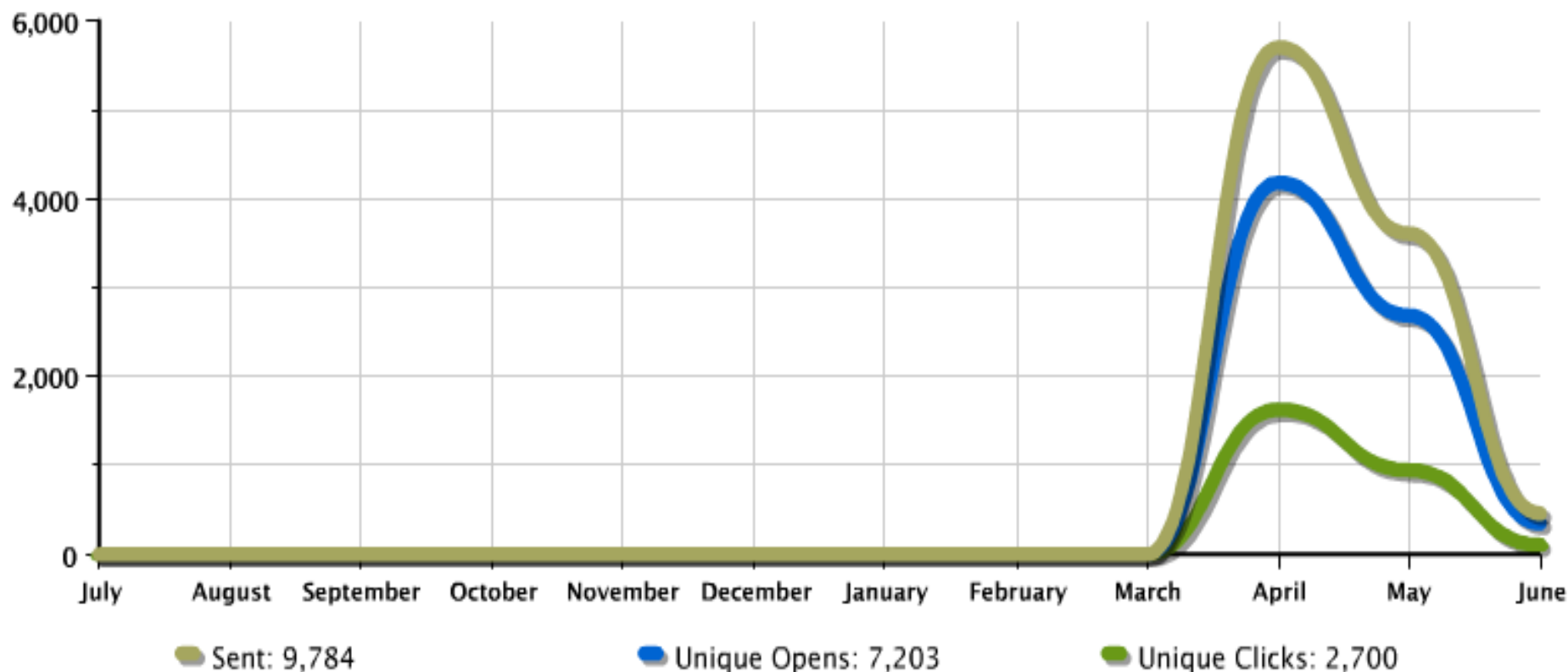


**Last 12 Months**

07/01/2013 - 06/30/2014

### Tracking

Options ▾ | - | X





## Data Reports: Growth

**Name:** prod\_opportunity

**Contacts:** 637,954

**Created:** Mar 31, 2014 3:01:38 PM

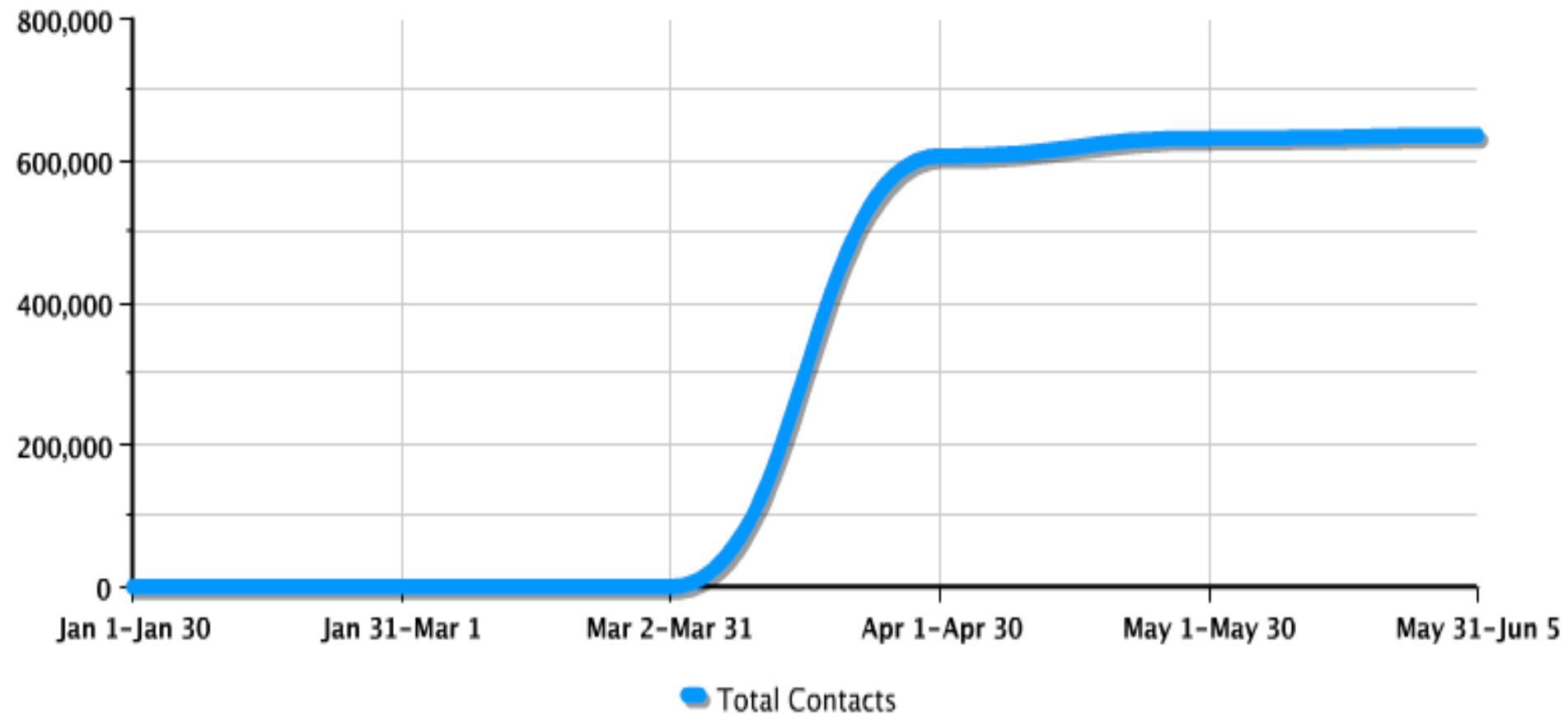


**Year to Date**

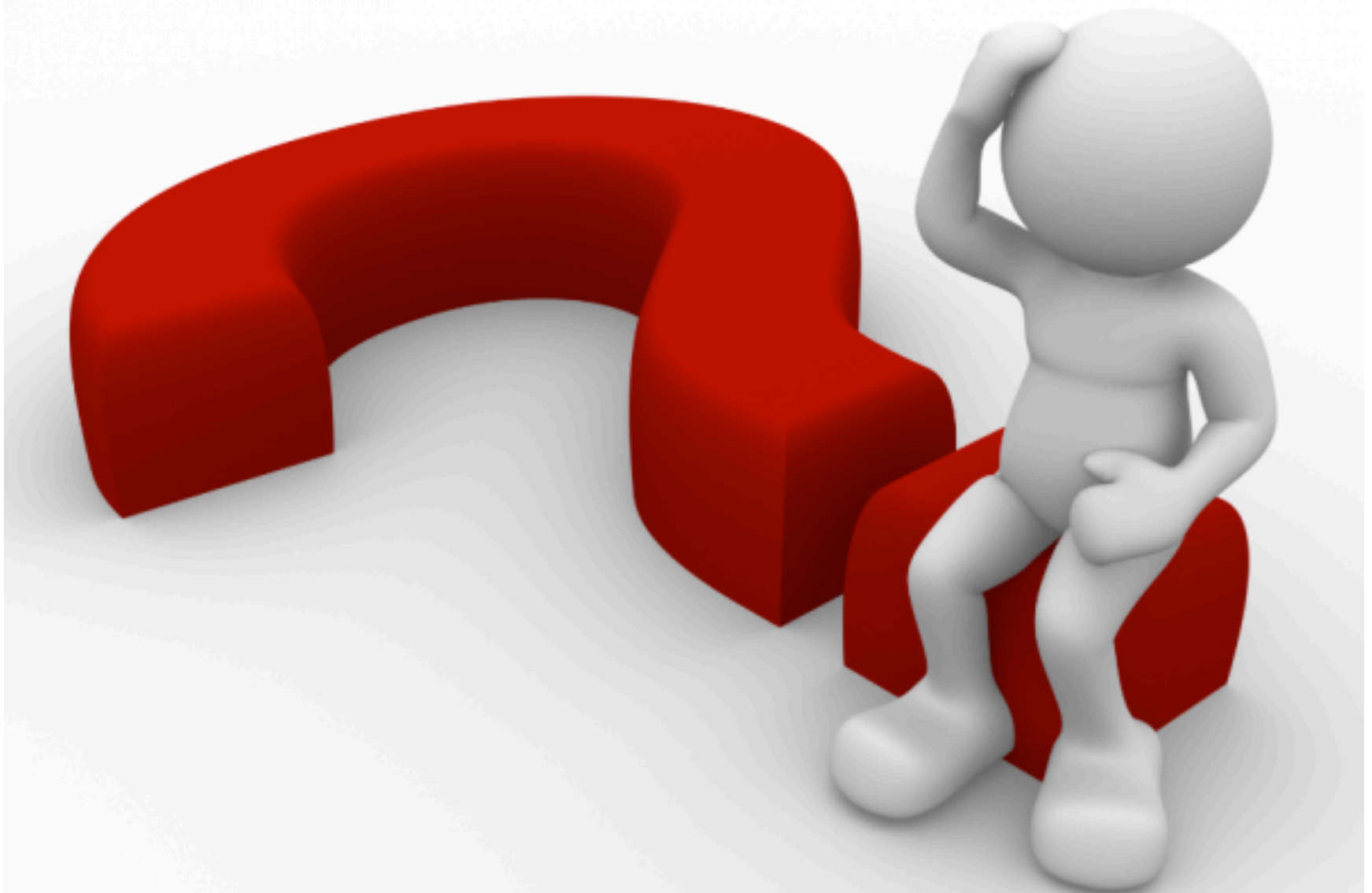
01/01/2014 - 06/05/2014

### Growth Tracking

Options ▾



# Questions & Answers



*Thanks!*