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**Merck and Everyday Health**

**File Exchange Agreement (FEA)**

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Document Signatures

|  |  |
| --- | --- |
| <3rd Party Vendor> |  |
| By affixing their signature, the individual representing the IT Technical Unit/Area acknowledges that they have reviewed and approve the contents of this document and attest that they are accurate. IT Technical Unit /Area representative is responsible for ensuring alignment with current documented IT best practices, technical guidelines, and procedures governing System Development Life Cycle Methodologies. | |
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| By affixing their signature, the individual representing the Business Unit/Area acknowledges that they have reviewed and approve the contents of this document and attest that they are accurate. Business Unit/Area representative is responsible for ensuring alignment with policies, guidelines, and procedures governing System Development Life Cycle Methodologies and current regulations. | |

Revision History

|  |  |  |  |
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| Revision | Author Name | Date | Description |
| 1.0 | John Kennedy | 6/20/2016 | Initial version |
| 2.0 | John Kennedy | 5/24/2017 | Added 3.1.1 |
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| 4.1 | John Kennedy | 1/23/2018 | Met with vendor. Updated 3.1.1  Incorporated vendor feedback from version 1.0 |
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| 4.5 | John Kennedy | 2/26/2018 | Updated LOV’s  Added Appendix IV |
| 4.6 | John Kennedy | 3/1/2018 | Updated EH-FR-02 with Alt\_job\_Id. |
| 4.7 | John Kennedy | 3/7/2018 | Changed document name from Medpage to Everyday Health  Added date formatting references |
| 4.8 | John Kennedy | 3/28/2018 | Added Improved LOV descriptions  Updated LOV values  Updated Appendix IV |
| 4.9 | John Kennedy | 5/1/2018 | Changed ‘Expanded Banner’ sub-channel to ‘Alert’.  Updated Merck Sub\_channel table |
| 5.0 | John Kennedy | 9/17/2018 | Made minor updates to capital letters and text in some areas of the document. |
| 5.1 | John Kennedy | 03/11/2019 | Updated vendor dependencies.  Added note re: dependency exceptions.  1.3.2, 2.2, 3.3.5 - Removed reference to Survey file data.  2.2 - Removed example of vendor Job\_Id concatenated with the Tactic\_ID.  2.2 – Updated email addresses  Updated definitions for BCC User Actions in the Valid Vendor Combinations table |
| 5.2 | John Kennedy | 10/07/2019 | Added 4 new “Video” User Action Codes |

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# Introduction

## Purpose

The purpose of the **Merck and 3rd Party Vendor File Exchange Agreement** document is to identify the file and field detail for data to be provided to and received by Merck from an ACE 3rd Party Vendor. Delivery schedules, file content and file transfer protocols are also identified.

## Background

The ACE initiative is meant to drive analysis and reporting for campaigns deployed via 3rd Party Vendors. Campaign-specific data tags (ACE Tags including **Campaign ID, Wave ID, Tactic ID and Product ID**) are appended to HCP Target. The 3rd Party Vendor compiles and returns the Marketing Activity (such as email but not limited to email) Response data and ACE Tag information. Response data is at the HCP level and includes Delivery & Engagement (ex: email sent, opened, link clicked) details. This FEA document exists to apply standards to the Outbound and Inbound data in order to increase the consistency and accuracy of the ACE data, as well as simplifying the effort needed to On-Board new ACE Vendors.

## Scope

This document addresses all relevant data that will be exchanged between Merck and any 3rd Party Vendor approved to perform marketing activity for the ACE (Adaptive Customer Engagement) initiative. This data includes:

### Outbound Data (from Merck)

| **File** | **Requirement/Usage** |
| --- | --- |
| Match List | Yes |
| Target List (QP Sourced) | Yes |
| Suppression List | Yes – bi-weekly file provided. |
| Outbound Emails | N/A |

### Inbound Data (to Merck)

| **File** | **Requirement/Usage** |
| --- | --- |
| Match List Results | Yes, for QP use, not for DDW. No file provided, just results. |
| Target List (Vendor Sourced) | N/A |
| Response Files | Yes |
| Inbound Emails | N/A |

## Definitions & Acronyms

| **Acronym/Term** | **Definition** |
| --- | --- |
| ACE | Adaptive Customer Engagement Program |
| DDW IT | The IT support team that support the ACE related processes and components |
| DEA | Data Exchange Agreement |
| Divisional Data Warehouse (DDW) | The **Divisional Data Warehouse** is Merck’s single authoritative, centralized warehouse of complete data for the lowest level data subject areas across the US Human Health Division sourced from master data systems, transactional systems and vendor purchased data. |
| Liaison Technologies (LT) | Merck’s file transfer vendor handling all ACE Vendor transmissions to Merck. |
| List, Merck Suppression | List if healthcare professionals not to be contacted by the Vendor. |
| List, Merck Match | List of healthcare professionals that Merck wishes to market to and reach. No Tag information exists on this List |
| List, Merck Target | A Match List with Tagging information added |
| List, Vendor Incremental | List of physicians from Vendor’s active physician database that has a usable email address, as determined by the vendor that are not contained in the Merck Target File. |
| List, Vendor Match | The Merck List of physicians that successfully match the Vendors active physician database that have a usable email address, as determined by the vendor. |
| MDSI | The **Master Data Strategy & Integration** Department is the business owner and responsible for maintaining the Divisional Data Warehouse. The MDSI team will ensure the Vendor data is properly created, delivered and loaded into the DDW. |
| Non-Steady state vendor | 3rd party vendors who are either new or who have not been able to provide 3 cycles of consistent engagement data. Quality assurance checks must be manually performed on this data. The data is only loaded to PROD after successful QA. |
| Steady State Vendor | 3rd party vendors who have consistently provided engagement data where the data no longer requires quality assurance checks. The vendors are included in the weekly auto processing logic and require no manual data QA prior to loading |
| 3rd Party Vendor (3PV) | Third party contractor providing data processing and analytical services. |
| TPA | Third Party Agreement. |
|  |  |

# File Data Requirements/Usage

## Outbound Data

Outbound Files are generated within Merck and provided to 3rd Party Vendors as required.

| **File** | **Requirement/Usage** |
| --- | --- |
| **Match List** | * The Match List content will be developed by a Merck brand team * Vendors should work with their corresponding Promotion Manager and/or Customer Engagement Architect to request a Match List * Campaign Operators post the Match List to the vendors’ FTP site |
| **Target List** | * The Target List is a Match List, but with **Tag fields** appended. * There are **2** scenarios for Merck creating a Target List:   **Merck Generated Target List, with Merck created Tags** - Target List that is provided by Merck and contains Merck created Tag information (preferred and most common scenario). Developed using Quick Pivot Target SOP  **Merck Generated Target List, with Vendor created Tags** - Target List that is provided by Merck, but does not contain predefined Tag information. The Vendor will create the Tag information and provide this information back to Quick Pivot (via email). Quick Pivot will append the Tag information to the original Match List   * Vendors should work with their corresponding Promotion Manager and/or Customer Engagement Architect to request a Target List * ACE Tag requirements will be reviewed and approved by the Merck brand team * Campaign Operators post the Target List file to the vendors’ FTP site |
| **Suppression List** | * Suppression Lists are used to update a Match or Target List * Match/Target Lists are to be used within 10 days of receipt. After 10 days, a Suppression List should be requested from the vendor to refresh this data * Suppression Lists are password protected and posted to Vendor FTP   + Campaign operators will provide password for Suppression List files. * Suppression Lists expire after ten business days * Vendors should work with their corresponding Promotion Manager and/or Customer Engagement Architect to obtain a Suppression List * To request a suppression List, vendors will send request to [Merck\_CM\_Operations@extraprise.com](mailto:Merck_CM_Operations@extraprise.com) |
| **Outbound Emails** | * Miscellaneous information may be transferred via emails. No formal email file content is defined at this time |
|  |  |

## Inbound Data

Inbound files are generated (or modified) by the 3rd Party Vendors as required and then provided to Merck.

| **File** | **Requirement/Usage** |
| --- | --- |
| **Match List Results** | * Generated when the Vendor compares data to the Merck Match List data * Contains match data or match percentages * Data can be returned in multiple formats * *No standard file format exists. Entry is made for reference only.* |
| **Target List** | * There are **2** scenarios for a Vendor providing a Target List:   **Merck Generated Target List with Vendor Incremental Targets -** At the request of Merck, a Vendor may add Incremental Targets (aligned to a brand’s approved specialties) to the Merck Target List. Criteria for determining incremental targets can vary and must be approved by Merck.  **Vendor Generated Target List** - Using the Vendor’s database only (ex: an entire specialty group), Vendors can create the Target List. The Target List content (HCP’s and Tags) must be Approved by Merck.   * Vendors should work with their corresponding Promotion Manager and/or Customer Engagement Architect to determine List content. |
| **Response File**  **(and Control File)** | * After the launch of a Campaign, vendors are responsible for providing timely, accurate HCP Response Data with ACE Tags. * For a given Marketing Activity (ex: email), the same 4 ACE tags are applied to every HCP Response (target list and incremental targets) associated with that marketing activity. (ACE Tag detail is found in Appendix I) * HCP Response Data is sent to Merck using Merck’s standard file transfer technology. Each vendor will be provided with connection details. * A single Response file is preferred. (Not a separate file with Send, Receive etc.)   + Files can be processed as often as daily, but are requested at least weekly with delivery Monday.   + Delta file with data from previous extract is preferred. (1 to 7 day data lag.)   + Full file (cumulative data) is acceptable * Any Merck questions about the data are emailed to the vendor point of contact. The vendor is expected to respond within **3** business days. * All Data files are checked for data validation, If **any** validations fail:   + The file is rejected and the vendor point of contact is notified   + The vendor is responsible for correcting the issues and resubmitting the file within **3** business days for reload   + The file is resubmitted with the **identical** name as the original submission   + An email is sent to ACE-operations@merck.com when the file is resubmitted * A control file is expected for every submission of the Response file. |
| **Inbound Emails** | * There are **3** Primary process related email communications that may be expected from an ACE Vendor: * **Tagging email** - For Vendors that generate their own Tags, the Tagging information must be returned to Merck prior the process the Response data for that Tag. This information is provided to Quick Pivot as required via email.   + Campaign ID   + Tactic Id   + Wave ID   + Product ID * Vendors who append ACE Tags to Match Files are to notify the Campaign Operators of the file name and tags appended via Merck\_CM\_Operations@QuickPivot.com * **Success email** - An email is expected for every file delivery cycle. This email lists the file names of all files uploaded for ftp delivery to Merck and should be sent to: ACE-operations@merck.com * **Failure email** - An email is expected for a file delivery error. This email informs Merck if the regularly expected files have been impacted and should be sent to: ACE-operations@merck.com * *No standard file format exists for emails, but email communications are essential to the ACE Initiative* |
|  |  |

# File Transfer and Format Requirements

## General Requirements

| **ID** | **Description** |
| --- | --- |
| 3.1.1 | All files will be consistently named in a standard manner, as defined in later sections. |
| 3.1.2 | **Date/time fields** should be converted to UTC and appear in the YYYYMMDDHHMISS. For example: 20160421131445 (24 hour time). |
| 3.1.3 | **Encoding** – the files should be created as UTF\_8 (Unicode). |
| 3.1.4 | **Inbound Campaign Response File SFTP information**  To be provided by Merck and Merck’s ftp vendor, Liaison Technologies. |
| 3.1.5 | Vendors must provide a Business and Technical point of contact that can be reached regarding any data feed issues. |
| 3.1.6 | Files are **inbound** to Merck and **outbound** to <Vendor> |
| 3.1.7 | **File Encryption –** Not required |
| 3.1.8 | When provided, customer ID’s from Merck should be returned in the Response file |
| 3.1.9 | If the Party\_ID is blank in the Response file, the NPI ID field ***or*** MED-ED field must be populated. When not populated, the fields should be either blank or null, not zero |
| 3.1.10 | Response Files that fail to load or that contains data rejected by Business QC and need to be re-submitted are to be re-submitted with the **exact file name** as the file that is being replaced. |
| 3.1.11 | Each Campaign/Tactic should have its own Response File set. |
|  |  |

### Vendor Specific Requirements

| **ID** | **Description** |  |
| --- | --- | --- |
| 3.1.1.1 | How many campaign types are being delivered? | 1. Email 2. Mobile (possible. Non currently) 3. Web |
| 3.1.1.2 | What is the duration for the campaign type? | A) N/A  B) depends on contract (typically 3 months)  C) depends on contract (typically 3 months)  D) depends on contract (typically 3 months) |
| 3.1.1.3 | Is there a Progression Standard?  (i.e. Sent, Received, Opened, Clicked) | See LOV’s |
| 3.1.1.4 | Are previous Actions required? (Can there be an Opened without a Sent?) | See LOV’s |
| 3.1.1.5 | It is expected that every record on the target file is sent back with an Action or Suppressed. | B) **Yes.**  C) **Yes.**  D) **Yes.** |
| 3.1.1.6 | Are Non-Targets included in the Response data? | No.  Can supplement campaigns, but do not supply HCP level data back.  Most programs are 100% list match. |
| 3.1.1.7 | How do records get uniquely identified for each file that is sent? (Is there a single Action Date?) | Prefer one record per User\_Action per HCP  Currently only time stamping last action.  TBD. Can we get date/record for all Actions? **Yes. To be confirmed.** |
| 3.1.1.8 | Are Waves reported?  Wave is resend of same tactic. | Yes. Through Asset ID (tactic ID) |
| 3.1.1.9 | Are Resends reported? | No. |
| 3.1.1.10 | Are Soft/Hard bounces reported? If yes, how do they impact subsequent waves/resends or action codes? | No. |
| 3.1.1.11 | It is requested the data files contain Delta data ranges, not FULL at end of campaign. | Will be Delta.  Will be twice a month till further notice. |
| 3.1.1.12 | Delivery timing of Response data is preferred to be weekly by Wednesday. | First File: 15 day processing cycle (up to 30 day data lag)  Interim file: Covers 1st to 15th and 16th to EOM  Final file: 15 days after close of program |
| 3.1.1.13 | What is extraction, validation, upload schedule? | Extracted and uploaded on the 15th and 1st.  Midnight to midnight. 15 day data lag. |
| 3.1.1.14 | A single Response file with all User Actions and an accompanying control file is requested. | No issues. |
| 3.1.1.15 | One Response file and control file per campaign is requested. | Not all unique tactics will be on a single file. Tactic can be grouped by journey |
|  |  |  |

## Outbound File Detail

### Match List File

#### Transfer Requirements

|  |  |
| --- | --- |
| **File Name** | MERCK\_<VENDOR NAME>\_<BRAND>\_<JOB CODE>\_<YYYYMMDD>.csv |
| **File Type** | .csv |
| **Delimiter** | Pipe Delimited ‘|’ |
| **CR value** | Each record (including last record) will end with a carriage return <CR> |
| **Header Line Included?** | Yes |
| **Frequency** | Variable. |
| **Control File Required?** | No |

#### 

#### File Format Requirements

| **Order** | **Field Name** | **Data Type** | **Required?** | **Max Length** | **Description of Field** |
| --- | --- | --- | --- | --- | --- |
| 1 | Party\_ID | Numeric | Yes \* | 18 | Merck Customer ID (\* if Merck generated target file) |
| 2 | NPI | char | No | 15 | Blank if not available |
| 3 | MedEd | char | No | 15 | Blank if not available |
| 5 | First Name | char | No | 100 | First Name of HCP |
| 6 | Middle Name | Char | No | 100 | Middle Name of HCP |
| 7 | Last Name | char | No | 100 | Last Name of HCP |
| 8 | Primary Specialty Rollup | char | No | 100 | Aggregate Specialty Roll-up Group |
| 9 | Primary Specialty | Date | No | 100 | HCP’s Primary Specialty |
| 10 | Address 1 | Char | No | 100 | Main Address line |
| 11 | Address 2 | char | No | 100 | Secondary Address line |
| 12 | City | char | No | 100 | City |
| 13 | State | char | No | 2 | State |
| 14 | Postal Code 5 | char | No | 10 | Zip Code |
| 15 |  |  |  |  |  |

*Note: The items highlighted in red depends on if the field is included in TPA*

### Target File (Merck Created)

#### Transfer Requirements

|  |  |
| --- | --- |
| **File Name** | MERCK\_<VENDOR NAME>\_<BRAND>\_<JOB CODE>\_<YYYYMMDD>.csv |
| **File Type** | .csv |
| **Delimiter** | Pipe Delimited ‘|’ |
| **CR value** | Each record (including last record) will end with a carriage return <CR> |
| **Header Line Included?** | Yes |
| **Frequency** | Variable. |
| **Control File Required?** | No |

#### File Format Requirements

| **Order** | **Field Name** | **Data Type** | **Required?** | **Max Length** | **Description of Field** |
| --- | --- | --- | --- | --- | --- |
| 1 | Party\_ID | Numeric | Yes \* | 18 | Merck Customer ID (\* if Merck generated target file) |
| 2 | NPI | char | No | 15 | Blank if not available |
| 3 | MedEd | char | No | 15 | Blank if not available |
| 5 | First Name | char | No | 100 | First Name of HCP |
| 6 | Middle Name | Char | No | 100 | Middle Name of HCP |
| 7 | Last Name | char | No | 100 | Last Name of HCP |
| 8 | Primary Specialty Rollup | char | No | 100 | Aggregate Specialty Roll-up Group |
| 9 | Primary Specialty | Date | No | 100 | HCP’s Primary Specialty |
| 10 | Address 1 | char | No | 100 | Main Address line |
| 11 | Address 2 | char | No | 100 | Secondary Address line |
| 12 | City | char | No | 100 | City |
| 13 | State | char | No | 2 | State |
| 14 | Postal Code 5 | char | No | 10 | Zip Code |
| 15 | Campaign ID | char | Yes | 100 | Campaign Tag value |
| 16 | Wave ID | char | Yes | 100 | Wave Tag value |
| 17 | Tactic ID | char | Yes | 100 | Tactic (Zinc) Tag value |
| 18 | Product ID | Numeric | Yes | 18 | Product (GPM) Tag value |
|  |  |  |  |  |  |

*Note: The items highlighted in red depends on if the field is included in TPA*

### Suppression File

#### Transfer Requirements

|  |  |
| --- | --- |
| **File Name** | ?? |
| **File Type** | ?? |
| **Delimiter** | ?? |
| **CR value** | ?? |
| **Header Line Included?** | ?? |
| **Frequency** | As Requested |
| **Control File Required?** | No |

#### 

#### File Format Requirements

| **Order** | **Field Name** | **Data Type** | **Required?** | **Max Length** | **Description of Field** |
| --- | --- | --- | --- | --- | --- |
| 1 | email | char | Yes | 100 | Email address |

## Inbound File Detail

### Match List Results File

Results provided to QP or Agency. No file provided to Merck for loading to DDW.

### Target File (Vendor Incremental or Vendor Created)

Vendor does not provide HCP level Incremental data or self-sourced Target data

### Response File

#### Transfer Requirements

|  |  |
| --- | --- |
| **File Name** | <Vendor>\_Response\_<PRODUCTNAME>\_<JOB\_ID>\_YYYYMMDDHHMISS.txt |
| **File Type** | .txt |
| **Delimiter** | Pipe Delimited ‘|’ |
| **LF value** | Each record (including last record) will end with a line feed <LF> |
| **Header Line Included?** | Yes |
| **Frequency** | Minimum of weekly on Monday, with daily processing possible |
| **Control File Required?** | Yes |

#### File Format Requirements

| **Order** | **Field Name** | **Data Type** | **Required?** | **Max Length** | **Description of Field** |
| --- | --- | --- | --- | --- | --- |
| 1 | Cmpgn\_ID | char | Yes | 100 | Campaign Id value |
| 2 | Tactic\_ID | char | Yes | 100 | Tactic ID value |
| 3 | Prod\_ID | numeric | Yes | 18 | Product code |
| 4 | Wave\_ID | char | Yes | 100 | Campaign Wave. (Return value) |
| 5 | Party\_ID | numeric | Yes \* | 18 | Merck Customer ID |
| 6 | City | char | No | 50 | HCP City |
| 7 | State | char | No | 2 | HCP State |
| 8 | Zip | char | No | 10 | HCP Zip |
| 9 | Vndr\_Cust\_ID | char | No | 100 | Internal Vendor Customer ID |
| 10 | NPI | char | No\*\* | 15 | NPI number |
| 11 | MedEd | char | No\*\* | 15 | Medical Education number |
| 12 | Usr\_Actn\_DT | datetime | Yes | datetime | Timestamp of Response Action  See section 3.1.2 for formatting |
| 13 | Usr\_Actn\_CD | char | Yes | 255 | See Appendix 3 for LOV’s |
| 14 | Clicked\_URL | char | No | 1000 | URL Clicked |
| 15 | Land\_URL | char | No | 1000 | URL Landing URL |
| 16 | Channel | char | Yes | 255 | See Appendix 3 for LOV’s |
| 17 | Sub\_Channel | char | Yes | 255 | See Appendix 3 for LOV’s |
| 18 | Vndr\_Job\_ID | char | Yes | 255 | ID unique to the data file |
| 19 | Alt\_Job\_ID | char | Yes | 100 | Same value as the Campaign ID |
| 20 | First\_Nm | char | No | 255 | Return what was provided. |
| 21 | Last\_Nm | char | No | 255 | Return what was provided. |
| 22 | Video\_lngth | numeric | No | 18 | Total Video Length in seconds |
| 23 | Video\_Vw | numeric | No | 18 | Video View time in seconds |
| 24 | Attrb\_1 | char | No | 255 | Future Use Attribute |
| 25 | Attrb\_2 | char | No | 255 | Future Use Attribute |
| 26 | Attrb\_3 | char | No | 255 | Future Use Attribute |
|  |  |  |  |  |  |

Note: \* Indicates it is required if it is a Merck created target file

Note: \*\* Indicates one of these fields is required if the Party\_ID is not populated.

### Response Control File

The Response Control file is required when providing the Response File.

#### Transfer Requirements

|  |  |
| --- | --- |
| **File Name** | <Vendor>\_Control\_<PRODUCTNAME>\_<JOB\_ID>\_YYYYMMDDHHMISS.txt |
| **File Type** | .txt |
| **Delimiter** | Pipe Delimited ‘|’ |
| **LF value** | Each record (including last record) will end with a line feed <LF> |
| **Header Line Included?** | Yes |
| **Frequency** | Always delivered with the Response file |
| **Control File Required?** | N/A |

#### File Format Requirements

| **Order** | **Field Name** | **Data Type** | **Required?** | **Max Length** | **Description of Field** |
| --- | --- | --- | --- | --- | --- |
| 1 | File\_Name | char | Yes | 200 | Name of posted Response file(s) |
| 2 | Record\_Count | num | Yes | 20 | Count of records in posted Response file (Excluding header) |
| 3 | Create\_DT | date | Yes | 8 | Creation data of posted Interactions file as: YYYYMMDD |

# Appendix I – Tagging Rules

The following four ACE Tags are required and must follow the formatting standards described below:

|  |  |
| --- | --- |
| ***Tag*** | ***Format*** |
| Campaign ID  (Eff 11/2017) | * Contains the Merck Campaign ID *Example: 2017-DIAB-T000031725*   Format: <YYYY>-<First 4 of the Tactic ID>-<Seq No>  <YYYY> is 4 character Year  < First 4 of the Tactic ID > is 4 Character Tactic prefix (i.e. ‘DIAB’, ‘ONCO’)  < Seq No > is system generated T######### with leading zeroes   * Vendor must use Campaign ID value provided by Merck. * Also called “**Composite Key**” |
| Wave ID | * Currently given the value of “1” but a more meaningful value may be required in future |
| Tactic ID | * Contains the Merck ZINC Job Code *Example: DIAB-1131725-0005* * Format: <Resource Source Code>-<Resource ID>-<Resource Sequence #>   <Resource Source Code> is 4 letters  <Resource ID> is 7 digits  <Resource Sequence Number> is 4 digits   * Merck Promomats Format *Example: PM-US-WDX-00001* * Format: <Doc Type>-<Country Code>-<Brand/Product Code>-<Sequence #>   <Doc Type> is 2 letters  <Country Code> is 2 letters  <Brand/Product Code> is 3 letters   * <Sequence #> is 5 digits |
| Product ID | * Merck Master Product ID   + Merck will provide an updated master product file as approvals occur.   + Some Merck Products are identified at the indications level. When this is the case, Merck will provide detailed instructions on Product ID tagging.   + For Coming Soon Campaigns, a new Merck Product ID will be used to represent the product in its prelaunch state. * Format: ###### unless set to a “dummy” ID or a word at the direction of Merck * Product ID is set based on the following rules:   **Branded Tactics** - Brand Product ID  **Therapeutic Class Tactics** - Brand Product ID2  **Scientific Awareness / Market Development** - Therapeutic Area Product ID  **Nondisease Tactics** – Set to <blank>  **Nonpromo Tactics** – Set to <blank> |
| *Notes:*  *(1) Branded versus Unbranded can also be determined in Zinc. Branded Jobs are flagged as requiring labeling and are approved for 1 year. Unbranded jobs do not require labeling and are approved for 2 years.*  *(2) For Diabetes, the Product ID for Januvia is used since this is the “lead” product for the franchise.* | |

# Appendix II – Vendor Data Dictionary

Vendor Data Dictionary (if available)

# Appendix III – LOV’s

Merck Channels

| **Channel** | **Channel Description** |
| --- | --- |
| Direct Mail | Indicates Customer Engagements were initiated using physical material. |
| Email | Email based Engagements. |
| Mobile | Engagements initiated on Mobile specific applications. |
| Web | Engagements reflecting Actions occurring on a vendor hosted Web Site. |

Merck Sub Channels (Tactic Types)

| **Sub Channel** | **Sub Channel Description** |
| --- | --- |
| Alert |  |
| Banner |  |
| E-Detail |  |
| Email |  |
| Expanded Banner |  |
| Mail |  |
| Takeover |  |

Merck User Actions

| **User Action** | **User Action Description** |
| --- | --- |
| BRC Response |  |
| Clicked |  |
| Completed |  |
| Completed View |  |
| Delivered |  |
| Invalid Address |  |
| Mail Returned |  |
| Opened |  |
| Other |  |
| Partial View |  |
| Sent |  |
| Soft Bounced |  |
| Suppressed |  |
| Targeted |  |
| Unsubscribed |  |
| Viewed |  |

Valid Vendor Combination Values

| **Itm** | **Channel** | **Sub Channel** | **User Action** | **Dpndcy** | **Description** |
| --- | --- | --- | --- | --- | --- |
| 1 | WEB | Banner | Delivered |  | Banner Impression |
| 2 | WEB | Banner | Clicked |  | Banner Click |
| 3 | WEB | Alert | Delivered\_DMU |  | eDMU / Onsite DMU **Exposure**  (have NOT scrolled %50 or have NOT Viewed screen 5 seconds)  Exposure Not ready till **Q1, 2019**. |
| 4 | WEB | Alert | Viewed\_DMU | 3 | eDMU / Onsite DMU **Engagement**  Activity happens on Medpage today website.  Expanded Banner used initially. May be updated at a later date.  (Scrolled %50 / Viewed screen GT 5 seconds) |
| 5 | WEB | Alert | Clicked\_DMU | 4\* | eDMU / Onsite DMU Click  Clicks on a Link if available |
| 6 | WEB | Alert-Video | Delivered\_DMU\_Video |  | Video DMU is Delivered and Started. (E**xposure)** Activity happens on Medpage Today website. |
| 7 | WEB | Alert-Video | Clicked\_DMU\_Video | 6 | Video DMU is Clicked. Clicks on link if available |
| 8 | WEB | E-Detail | Delivered\_BCC |  | BCC Exposure. Target is served an asset but does not engage. |
| 9 | WEB | E-Detail | Viewed\_BCC | 8 | BCC Engagement. HCP stays on the site for 5 seconds. |
| 10 | WEB | E-Detail | Clicked\_BCC | 9 | BCC Click. Clicks on a Link if available. |
| 11 | WEB | E-Detail | Delivered\_BCC\_Video |  | Video BCC is Delivered and Started. (**Exposure**) Activity happens on Medpage Today website. |
| 12 | WEB | E-Detail | Clicked\_BCC\_Video | 11 | BCC Video is Clicked. Clicked on the BCC link (if available). |

Notes:

DMU = Dynamic Message Unit

eDMU = Email Dynamic Message Unit

BCC = Brand Content Center. Similar to a microsite.

Editorial = Driver to articles on a News Page. Can get DMU, Banner Ad. Can be Branded, Unbranded. Limited to target HCP’s

‘\*’ = For most clicks. There are 3 ways to get a Clicked\_DMU without a Viewed\_DMU:

* If HCP turned off image function, get text but not images.
* For long DMU’s. Can get to click option before registering as a viewed.
* If HCP has email set to ‘preview’, but still gets to click.

‘\*\*’ = Navigated from other BCC or Editorial site

# Appendix IV – Merck Internal Use Only

## General Processing Requirements

| Req. ID | Detail |
| --- | --- |
| EH-FR-01 | INFO\_SRC\_CD shall be set to “EVRYDYHLTH”. |
| EH-FR-02 | The Alt\_Job\_ID shall be used as the unique job identifier. |
| EH-FR-03 | The following values will be entered into CaTMDR and will flow to DDW via the CaTMDR -> DDW Data Integration:   * Code Name: Everyday Health * Code Type: VNDNM * Code ID: EH |
| EH-FR-04 | The following file detail values should be set in FILE\_DTL:   * Publication Frequency Code: WEEKLY * Publication Type Code: DELTA * Validation Type Code: NORMAL * Status Code: STEADY\_STATE |
| EH-FR-05 | The following values shall be added to **MAP\_CHNNL**:   |  |  |  |  | | --- | --- | --- | --- | | **Channel Code** | **Mapped LOV Value Text** | **Mapped LOV Type Name** | **Mapped LOV Value Description** | | WEB | Web | Web | Web | |
| EH-FR-06 | The following values shall be added to **MAP\_SUB\_CHNNL**:   |  |  |  |  | | --- | --- | --- | --- | | **Sub Channel Code** | **Mapped LOV Value Text** | **Mapped LOV Type Name** | **Mapped LOV Value Description** | | BANNER | Banner | Banner | Banner | | ALERT | Alert | Alert | Alert | | EDETAIL | E-Detail | E-Detail | E-Detail | |
| EH-FR-07 | The following values shall be added to **MAP\_USER\_ACTN**:   |  |  |  |  | | --- | --- | --- | --- | | **User Action Code** | **Mapped LOV Value Text** | **Mapped LOV Type Name** | **Mapped LOV Value Description** | | DELIVERED | Delivered | Delivered | Banner Impression | | CLICKED | Clicked | Clicked | Banner Click | | DELIVERED | Delivered\_DMU | Delivered\_DMU | Onsite DMU Exposure | | VIEWED | Viewed\_DMU | Viewed\_DMU | Onsite DMU Engagement | | CLICKED | Clicked\_DMU | Clicked\_DMU | Onsite DMU Click | | DELIVERED | Delivered\_BCC | Delivered\_BCC | BCC Delivered | | VIEWED | Viewed\_BCC | Viewed\_BCC | BCC Engagement | | CLICKED | Clicked\_BCC | Clicked\_BCC | BCC Click | |
| EH-FR-08 | EVRYDY\_HLTH\_CUST\_INTRCTN to be put into the CEOPT\_RPT and GHHUSCA\_QC\_RPT access points |