

OMNITURE INTEGRATION TECHNICAL GUIDE DREAMMAIL 5.1

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Preface

About this Guide

This guide describes how to integrate DREAMmail 5.1 with Adobe Omniture SiteCatalyst using the Omniture Genesis API.

Who Should Read this Guide

This guide is intended for Epsilon campaign solutions, custom solutions, and account teams with clients who are using Omniture SiteCatalyst. You can use this guide to integrate DREAMmail with SiteCatalyst and to automate the processing of SiteCatalyst files.

How this Guide is Organized

This guide is divided into the following units:

Unit	Description
Omniture SiteCatalyst and DREAMmail Integration	Describes the benefits of integrating DREAMmail and SiteCatalyst and the tasks that you can perform when you log on to DREAMmail and SiteCatalyst.
Overview of the Omniture SiteCatalyst Integration	Guides you through the steps necessary to set up integration.

Guide Conventions

The following table lists the conventions used in this guide.

This...	Indicates...
Successive menu choices	Successive menu choices are indicated with a greater than sign (>) between the items you select consecutively.
Bold text	This shows the names of menu items, dialog boxes, dialog box elements, and commands.
<code>Courier</code> text	Code examples appear in courier text. This may represent text you type or the data you read.
Note:	Notes contain additional useful information. Pay special attention to information highlighted in this way.

Document Revisions

The following table lists the document revisions.

DREAM Insight Reports Release	Date	Document Revision
1.0	April 2012	Initial document version created.

Omniure and DREAMmail Integration Abbreviations

The following table lists the abbreviations for this integration.

Term	Definition
DM	DREAMmail
DMDB	DREAMmail database
DMC	DREAMmail connect
DMServer	DREAMmail core application server
JC	Job controller
Job DB	Database for job definitions and statuses
JP	Job processor

Omniure Integration Overview

This guide is a high-level description of the new integration of DREAMmail 5.1 with Omniure SiteCatalyst using the new Genesis API.

Omniture SiteCatalyst and DREAMmail Integration

Marketers are under increasing scrutiny to prove how their email marketing efforts generate demand, improve awareness, and what percentage of their overall revenue is directly attributed to email. To be successful, campaigns must be more relevant, timely, and continuously engaging so customers purchase and repurchase. When tightly integrated, email marketing and web analytics can enable the timely delivery of highly personalized, relevant communications that accelerate conversion and drive increases in marketing return on investment (ROI).

When you complete the integration, you can:

- Create relevant, timely, and targeted email communications based on site behavior.
- Understand what visitors do on your website after they click an email.
- Easily test content, layout, and subject line.
- View email response metrics in the web analytics reporting interface.
- Use site behavior analysis to create targeted follow-up email deployments.

The integration of Omniture SiteCatalyst and DREAMmail provides the ability to perform email remarketing through the capture of user email addresses and to manage email campaigns. This process provides a powerful tool to your organization through the best features of both products.

Log on to DREAMmail to:

- Define, maintain, and execute campaigns.
- Analyze detailed campaign results.
- Optimize email marketing.

Log on to SiteCatalyst to:

- View integrated campaign results.
- Understand how email campaign visitors behave while on site.
- Optimize remarketing.

The integration is composed of two pieces:

- Email Campaign Tracking – Tracks the results of email campaign efforts including emails delivered, email opens, views, and so forth.
- Email Remarketing – Captures email addresses in SiteCatalyst, which are then sent to DREAMmail through a Data Warehouse report. This Data Warehouse report can be scheduled as a onetime or recurring event, or run on an ad-hoc basis.



- Email campaign deployed from DREAMmail

- Customer receives message

- Campaign identified by DM/SC tag
- Data passed to DREAMmail and SiteCatalyst

- Analyze behavior in SiteCatalyst
- Export data to DREAMmail

Overview of the Omniture SiteCatalyst Integration

With the integration of Omniture SiteCatalyst and DREAMmail, you can integrate email deployments and the website behavior of your subscriber base.

This section guides you through the following steps to set up the integration:

- [Setting Up SiteCatalyst](#)
- [Setting Up DREAMmail](#)
- [Setting Up the Job Controller](#)
- [Displaying Segment Data Reports](#)
- [Setting up the FTP Import Job](#)

Setting Up SiteCatalyst

Note: You must have a SiteCatalyst license to log in and set up the integration of DREAMmail and SiteCatalyst. If you want to use remarketing segments, you must configure Adobe DataWarehouse before you create new segments.

To set up SiteCatalyst:

- Log in to SiteCatalyst.

To set up the conversion variables:

Step	Action
1	Click Admin > Admin Console > Report Suite .
2	Click Edit Settings > Conversion > Conversion Variables .
3	Click Evar #1 , and type Campaign .
4	Click Evar #2 , and type Email .
5	Under Status , change the next three Evars to Disabled and click Save . Note: A consultant usually does this task for clients.
6	Click OK if a message appears at the top of the screen.

To map DREAMmail metrics to corresponding SiteCatalyst metrics:

Step	Action
1	Click Edit Settings > Conversion > Success Events to map the following metrics: <ul style="list-style-type: none"> ▪ Click event1 and type the name of one of the DREAMmail events from the Numeric means you can increment more than one value at a time table. ▪ Click Type, and select the type of event you want. Map all the DREAMmail metrics to the corresponding SiteCatalyst metrics. Note: Numeric means you can increment more than one value at a time. "DREAMmail Metric Definitions" on page 11 provides detailed information.
2	Click Save .
3	Click OK if a message appears at the top of the screen.

DREAMmail Metric Definitions

The table below defines the DREAMmail metrics:

Event	Name	Type
event1	Delivered	Numeric
event2	HTMLOpens	Numeric
event3	DeliveryErrors	Numeric
event4	BounceBacks	Numeric
event5	Invalids	Numeric
event6	Passalongs	Numeric
event7	SpotlightEvents	Numeric
event8	SpotlightPurchase	Numeric
event9	SpotlightValue	Currency
event10	TotalClicks	Numeric

To begin the integration:

Step	Action
1	Click Adobe Digital Marketing Suite > Genesis .
2	Click Add Integration .
3	Drag and drop the devDREAMmail 2.0 icon to an empty slot on the right side of the screen. Note: Dashed lines indicate that integration is not complete.
4	Type the answers to the following questions: <ul style="list-style-type: none">▪ Which Report Suite do you want to apply this integration to?▪ What name would you like Genesis to display for this integration?
5	Click Create and Configure This Integration .
6	Type the Client Name , Integration UUID , and Site Name . Your client name and site name each map to a specific SiteCatalyst report suite, and outgoing email is connected to your site name. The universally unique identifier, Integration UUID, must be provided. The Integration UUID uniquely identifies an integration in DREAMmail and sends metrics from multiple sites to the same integration. Note: If you need assistance determining this information, consult your Epsilon Interactive Account Manager.
7	Click Save and Continue to Next Step .
8	Complete the following tasks for the Variable Mappings: <ul style="list-style-type: none">▪ Select Campaign and the Email under eVars.▪ Map the SiteCatalyst Event with how it appears in SiteCatalyst under Events.
9	Click Save and Continue to Next Step .

Step	Action
10	Click Allow this integration to download product data under Access Requests .
11	Click Save and Continue to Next Step .
12	Review your settings and click Activate Now .

Setting Up DREAMmail

To set up the DREAMmail integration with SiteCatalyst:

Step	Action
1	Log on to DREAMmail.
2	Select a client and the corresponding site.
3	Click Admin > Site Setup .
4	Click the General tab.
5	Click Site Advance/SiteCatalyst on the Options page, under Product Integration .
6	Click Save . Create a DREAMmail Connect account. SiteCatalyst uses the DREAMmail Connect account to connect to DREAMmail.

Setting Up the Job Controller

The job controller manages the DREAMmail and Omniture SiteCatalyst integration jobs. The job controller gathers all the parameters needed to create a job definition and inserts them into the job database for job definitions and status. The job processor queries the job database for a job to process, and uses the required parameters in the job database.

The job controller configures, starts, and terminates two types of DREAMmail and Omniture SiteCatalyst integration jobs:

- Upload jobs — Sends DREAMmail data to Omniture SiteCatalyst.
- Download jobs — Receives remarketing segments from Omniture SiteCatalyst.

Job Parameters

This section defines parameters to set up job controllers for the Omniture DREAMmail integration jobs.

Use the parameters in the following table to send DREAMmail data to Omniture SiteCatalyst:

Parameter	Description	Provided by
api_endpoint	Omniture API URL	Omniture
api_password	Password for accessing Omniture API	Omniture
api_user	User name for accessing Omniture API	Omniture
classif_col_names	Classification column names (currently fixed: Key, Campaigns, Channel, Message Name)	Configuration Management/Operations
client_name	DREAMmail client name	Client Services or Custom Solutions
dmdb_host	DMDB machine name	Configuration Management/Operations
dmdb_name	DMDB database name	Configuration Management/Operations
dmdb_password	DMDB password	Configuration Management/Operations
dmdb_port	DMDB port	Configuration Management/Operations
dmdb_user	DMDB user name	Configuration Management/Operations
end_date	End date of DREAMmail data	Client Services or Custom Solutions
farm_id	DREAMmail farm ID	Client Services or Custom Solutions
integr_uuid	Uniquely identifies the integration	Client Services or Custom Solutions
metrics_col_names	Subset of delivered, message ID, delivery errors, invalids, bounce backs, HTML opens, total clicks, pass alongs, spotlight events, spotlight purchases, and spotlight value	Configuration Management/Operations
metric_name	Metric name of DREAMmail classification (currently fixed: Message ID)	Fixed values Configuration Management/Operations

Parameter	Description	Provided by
site_name	DREAMmail site name	Client Services or Custom Solutions
start_date	Start date of DREAMmail data	Client Services or Custom Solutions
tzdb_name	Database hosting TZ_CONVERT function (if empty, it is assumed that the function is available in the DMDb)	Configuration Management/Operations

Use the parameters in the following table for DREAMmail to receive remarketing segments from Omniture SiteCatalyst:

Parameter	Description	Provided by
api_endpoint	Omniture API URL	Omniture
api_password	Password for accessing Omniture API	Omniture
api_user	User name for accessing Omniture API	Omniture
breakdown_names	Break down columns of the segment (currently fixed: Recipient ID, Message ID, product)	Fixed values Configuration Management/Operations
client_name	DREAMmail client name	Client Services or Custom Solutions
date_granularity	Select one of the following: <ul style="list-style-type: none"> none hour day week month quarter, year Note: Day is recommended.	Client Services or Custom Solutions
dst_filedrop_root	FTP root folder for the DREAMmail farm	Configuration Management/Operations
dst_filename_prefix	Prefix of the filename that contains the segment	Client Services or Custom Solutions
end_date	End date of the segment data	Client Services or Custom Solutions
farm_id	DREAMmail farm ID	Client Services or Custom Solutions
integr_uuid	Uniquely identifies the integration	Client Services or Custom Solutions
metric_name	Currently fixed: empty	Fixed values
segment_name	Name of the segment	Omniture
site_name	DREAMmail site name	Client Services or Custom Solutions
start_date	Start date of the segment data	Client Services or Custom Solutions

Terminology

The following table lists some terminology for this integration.

Term	Definition
Job	Work towards completion of a specific business task.
Job configuration	Definition of all or some job parameters. You can use multiple job configurations to store parameter values that are shared between job instances of different clients.
Job definition	Job type and required parameters for jobs.
Job instance	Represents an attempt to do the job and includes information about its state and progress, as well as the values of the parameters. You must define values for all job parameters to create a job instance.

There are two job types for the DREAMmail and Omniture SiteCatalyst integration:

- 'Omniture_Import'
- 'Omniture_Export'

Name

The job controller, jctl, manages the DREAMmail Omniture integration jobs.

Synopsys

```
jctl help [-v]
jctl create [<common_params>] -jconf=<conf_name> -jdef=<def_name>
        [<inst_params>]
jctl destroy [<common_params>] -jconf=<conf_name> -jdef=<def_name>
jctl destroy [<common_params>] -days_old=<min_age_days>
jctl update [<common_params>] -jdef=<def_name> -status=<status>
        [-stop_jobs]
jctl update [<common_params>] -jconf=<conf_name> -jdef=<def_name>
        <inst_params>
jctl start [<common_params>] -jdef=<def_name> [-jconf=<conf_name> ...]
        [-jinst=<new_inst_name>] <inst_params>
jctl stop [<common_params>] <filter_params>
        { -jdef=<def_name> | -jinst=<inst_name> | -jinst_id=<inst_id> }
jctl list [<common_params>] [-utc] -jdef
jctl list [<common_params>] [-utc] -jconf
        -jdef=<def_name> <filter_params>
jctl list [<common_params>] [-utc] -jinst
        [-jdef=<def_name>] <filter_params>
jctl show [<common_params>] [-utc] -jconf=<conf_name> -jdef=<def_name>
jctl show [<common_params>] [-utc] -jinst_id=<inst_id>
```

Common Parameters

The table below defines the common parameters:

Parameter	Definition
-conf=<config_file>	The path to the main configuration file.
-log=<log_file>	The path to the log configuration file.
-cron	Indicates automated execution

Generic Parameters

The table below defines the generic parameters:

Parameter	Definition
-jdef=<def_name>	The job definition name.
-jconf=<conf_name>	The job configuration name.
-jinst=<inst_name>	The job instance name.
-jinst_id=<inst_id>	The job instance ID.
-utc	Output dates in UTC, otherwise the job controller uses the local time zone.
-days_old=<min_age_days>	The job instance minimal age in days.

Filter Parameters

The table below defines the filter parameters:

Parameter	Definition
-farm_id=<farm_id>	The DREAMmail farm ID.
-client_name=<client_name>	The DREAMmail client name.
-site_name=<site_name>	The DREAMmail site name.

Omniure Specific Parameters

This section of the guide presents Omniure specific parameters.

Omniure_Import

The table below defines the Omniure_Import parameters:

Parameter	Definition
-api_endpoint	
-api_user	
-api_password	
-farm_id	
-client_name	
-site_name	
-integr_code	
-segment_name	

Parameter	Definition
-breakdown_names	DEFAULT 'Recipient ID, Message ID, product' (fixed)
-dst_filedrop_root	
-dst_filename_prefix	DEFAULT '__omniture_import'
-metric_names	DEFAULT '' (fixed)
-start_date	
-end_date	
-date_granularity	DEFAULT 'day' (one of: none, hour, day, week, month, quarter, year)

Omniture_Export

The table below defines the Omniture_Export parameters:

Parameter	Definition
-api_endpoint	
-api_user	
-api_password	
-farm_id	
-client_name	
-site_name	
-dmdb_host	
-dmdb_port	
-dmdb_user	
-dmdb_password	
-dmdb_name	
-tzdb_name	DEFAULT ''
-integr_code	
-datasource_id	
-start_date	
-end_date	
-metric_name	DEFAULT 'Message ID' (fixed)
-classif_col_names	DEFAULT 'Key, Campaigns, Channel, Message Name' (fixed)
-metrics_col_names	(Subset of delivered, message ID, delivery errors, invalids, bounce backs, HTML opens, total clicks, pass alongs, spotlight events, spotlight purchases, and spotlight value)

Description

The job controller supports the following commands:

Command	Definition/Example
help	Displays information about the commands.
create	Creates job configurations. [<common_params>] -jconf=<conf_name> -jdef=<def_name> <params>
destroy	Deletes job configurations. [<common_params>] -jconf=<conf_name> -jdef=<def_name> Deletes job instances. [<common_params>] -days_old=<min_age_days>
update	Updates job definition status. If you specify stop_jobs when changing the status to disabled, all running jobs created from this job definition stop. The following state values are supported: - active - disabled [<common_params>] -jdef=<def_name> -status=<status> [-stop_jobs] Updates parameters of job configurations. [<common_params>] -jconf=<conf_name> -jdef=<def_name> <inst_params>
start	Creates a job instance from job configurations. The new_inst_name parameter does not require a unique value. The date parameters accept the YYYY-MM-DD format and the reserved words "today" and "yesterday" for the date. It is recommended that you create job instances from multiple configurations so that parameter values common to different jobs, for example, Omniure API parameters, and DM farm X parameters, are merged together in the job instance at the time of its creation by the start command. [<common_params>] -jdef=<def_name> [-jconf=<conf_name> ...] [-jinst=<new_inst_name>] <inst_params>
stop	[<common_params>] <filter_params> { -jdef=<def_name> -jinst=<inst_name> -jinst_id=<inst_id> }
list	Displays all job definitions. [<common_params>] [-utc] -jdef Displays all job configurations or filters the job configurations for the specified job definition. [<common_params>] [-utc] -jconf -jdef=<def_name> <filter_params> Displays all job instances or filters the job instances for the specified job definition. [<common_params>] [-utc] -jinst [-jdef=<def_name> <filter_params>]
show	Displays details of a job configuration. [<common_params>] [-utc] -jconf=<conf_name> -jdef=<def_name> Displays details of a job instance. [<common_params>] [-utc] -jinst_id=<inst_id>

Configuration

You can edit configuration files for the job controller. They are specified by the -conf and -log parameters.

If the -conf and -log parameters are not available from the command line, you can redirect the job controller, jctl, to use your configuration files instead of the command line.

To locate the -conf and -log parameters:

- Check the following folders:

```
~/jctl/  
  
/usr/local/etc/jctl/
```

Examples

The following example sets up an Omniture integration for a DREAMmail client, Fall River, on the SP_Food site on Farm5.

To set up the integration for the Fall River DREAMmail client:

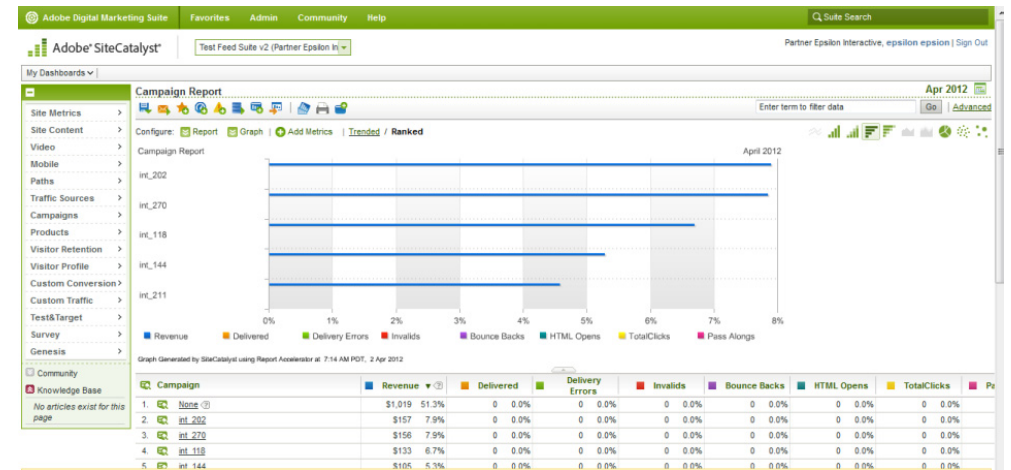
Step	Action
1	Create the shared job configuration for the Omniture_Import job definition. # jctl create \ -jdef=Omniture_Import \ -jconf=Omniture \ -api_endpoint=https://path.to.omniture.api.com/ \ -api_user=epsilon \ -api_password=/usr/local/etc/omniture.api.pwd
2	Create the shared job configuration for Farm5 for the Omniture_Import job definition. # jctl create \ -jdef=Omniture_Import \ -jconf=Farm5 \ -farm_id=1005 \ -dst_filedrop_root=/192.168.1.1/farms/ddc5/
3	Create the job configuration, SP_Food_Import, for daily imports from Omniture. # jctl create \ -jdef=Omniture_Import \ -jconf=Fall River_SP_Food \ -client_name=Fall River \ -site_name=SP_Food \ -integr_code=63e4124036e1a166 \ -segment_name="DreamMail Segment - Abandoned Product"
4	Add the following code to the crontab file to schedule the daily import jobs. 30 0 * * * root /usr/local/bin/jctl start - jdef=Omniture_Import -jconf=Omniture -jconf=Farm5 -jconf=Fall River_SP_Food -start_date=yesterday
5	Set up the export job.

Step	Action
6	<p>Create the job configuration, Omniture, for the Omniture_Export job definition.</p> <pre># jctl create \ -jdef=Omniture_Export \ -jconf=Omniture \ -api_endpoint=https://path.to.omniture.api.com/ \ -api_user=epsilon \ -api_password=/usr/local/etc/omniture.api.pwd</pre> <p>Note: There are two job configurations with the Omniture name, one for each of the Omniture job definitions.</p> <p>The parameters api_* exist in both Omniture job configurations. The parameters with the same names must have the same values.</p>
7	<p>Create the shared job configuration, Farm5, for the Omniture_Import job definition.</p> <pre># jctl create \ -jdef=Omniture_Export \ -jconf=Farm5 \ -farm_id=1005 \ -dmdb_host=192.168.1.2 \ -dmdb_port=1433 \ -dmdb_user=omniture_export \ -dmdb_password \ -dmdb_name=flo5</pre> <p>Note: Unlike api_password, the parameter for dmdb_password is specified without a value. As a result, the utility prompts you to enter the password at the console.</p> <p>There are two job configurations with the Farm5 name, one for each of the Omniture job definitions.</p>
8	<p>Create the job configuration, SP_Food_Export, for daily exports from Omniture.</p> <pre># jctl create \ -jdef=Omniture_Export \ -jconf=Fall River_SP_Food \ -client_name=Fall River \ -site_name=SP_Food \ -integr_code=63e4124036e1a166 \ -datasource_id=5 \ -metrics_col_names="TotalClicks,Bounce Backs,HTML Opens,Delivered,Delivery Errors,Invalids,Pass Alongs"</pre>
9	<p>Add the following code to the crontab file to schedule the daily import jobs.</p> <pre>30 1 * * * root /usr/local/bin/jctl start - jdef=Omniture_Export -jconf=Omniture -jconf=Farm5 -jconf=Fall River_SP_Food -start_date=yesterday</pre>

Displaying Segment Data Reports

You can display segment reports in Adobe SiteCatalyst and set up the metrics that you want to view in SiteCatalyst.

The following figure shows a campaign report with delivered, message ID, delivery errors, invalids bounce backs, HTML opens, total clicks, pass alongs, spotlight events, spotlight purchases, and spotlight value metrics.



To display segment reports in Adobe SiteCatalyst:

Step	Action
1	Click Adobe Digital Marketing Suite > SiteCatalyst .
2	Click Custom Conversion > Custom Conversion 1-10 > Campaign Reports > Campaign .
3	Click Add Metrics , and drag the metrics that you want from Available Metrics to Report Data Columns Canvas .
4	Click OK to run the report with the new metrics.
5	Click Sign Out to close SiteCatalyst.

Setting up the FTP Import Job

If you need to set up an FTP import job, see the *DREAMmail 5.1 User Guide* for more information.

