



Delivra Email

ADOBE® ONLINE MARKETING SUITE
Powered by Omniture®

GENESIS INTEGRATION GUIDE

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Preface

This *Genesis Email Integration Guide* introduces the Adobe® Genesis™ email integration for Delivra and includes the following sections:

- *Understanding the Adobe Genesis Email Integration* on page 5
- *What You Should Know Before Activating This Integration* on page 7
- *Preparing for the Genesis Email Integration* on page 8
- *Running the Genesis Integration Wizard* on page 9

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Intended Audience

This document is intended for online analytics professionals and online marketers who are familiar with configuring SiteCatalyst, including SiteCatalyst variables (eVars, events, and props). You should also be familiar with the Delivra email software.

Account Support

The Adobe support team is here to:

- Answer specific product questions
- Ensure that you can utilize the reports to their maximum capacity
- Help resolve any technical difficulties you might have

For information about contacting Account Support, see *Contact Information* on page 3, below.

Service and Billing Information

Depending on the service level you purchased, some options described in this manual might not be available to you. Because each account is unique, refer to your contract for pricing, due dates, terms, and conditions. If you would like to add to or otherwise change your service level, or if you have questions regarding your current service, please contact your Account Support Manager.

Feedback

We welcome any suggestions or feedback regarding Adobe Genesis or this manual. Please send comments to your Account Support Manager or use the **Feedback** link in the **Help** tab.

Contact Information

Use the following information if you need to contact Adobe:

Corporate address	Adobe Systems 550 East Timpanogos Circle Orem, UT 84097
Phone	1.801.722.7000
Fax	1.801.722.7001

Toll Free	1.877.722.7088 (support, billing, and sales)
Support e-mail	clientcare@omniture.com
Sales e-mail	sales@omniture.com
Information e-mail	info@omniture.com
Corporate URL	http://www.omniture.com
Log-in URL	http://my.omniture.com

Delivra Information

Use the following information if you need to contact Delivra:

Corporate address	Delivra 3755 East 82nd Street, Suite 105 Indianapolis, IN 46240
Fax	1.317-388-3619
Toll Free	1.866.915.9465
Sales e-mail	sales@delivra.com
Information e-mail	info@delivra.com
Corporate URL	http://www.delivra.com

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Understanding the Adobe Genesis Email Integration

This Adobe® Genesis™ email integration combines behavioral information from SiteCatalyst® with Delivra email marketing to create a powerful tool to redefine success measurement and target audiences with more relevant messaging.

Delivering relevant email messages to these market segments can result in entirely new revenue opportunities, driving increased conversion and revenue among new and existing email campaigns. For example, delivering relevant email messages based on products that were viewed during a visit or products that were left in an abandoned shopping cart has been proven to have dramatic impact on revenue, with minimal impact on cost because this is simply leveraging visitors your site is already getting. This increase in marketing efficiency is one of the key benefits of integrating SiteCatalyst with Delivra. Additionally, this integration will automatically synchronize email metrics with SiteCatalyst data as frequently as hourly for closed-loop reporting.

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
- Near real-time email metric sync available, versus standard one time per day

Dynamic Marketing Segments

This Genesis email integration supports dynamic marketing segments to help you drive your business.

This integration features the following marketing segments, out of the box:

- **Purchase Profiles:** 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.
- **Cart Abandonment Profile:** Help visitors convert to customers through fine-tuned campaigns specifically designed for those who are hesitant to complete carts.
- Customers can also create and schedule custom remarketing segments specific to the needs of their users.

Integration Procedure and Prerequisites

Using a “plug and play” wizard, intuitive step-by-step processes will walk you through points of system synchronization and initialize the integration.

This Genesis integration requires the following:

Adobe Prerequisites

- Omniture Data Warehouse
- Adobe SiteCatalyst account
- Available and configured SiteCatalyst variables, including eVars and custom events.

Delivra Prerequisites:

- An active Delivra Professional-level (or higher) account with the "Omniture Integration" option enabled.

For step-by-step integration instructions, see *Running the Genesis Integration Wizard* on page 9.

Pricing

This Genesis integration includes pricing considerations that you need to be aware of.

The following sections contain more information:

Adobe Pricing Considerations

There might be recurring and implementation fees associated with this integration. Please contact your Adobe Account Representative for pricing details. Contact information can be found in the *Preface* on page 3 .

Delivra Pricing Considerations

There might be fees associated with this integration.

- Contact your Delivra account representative for pricing details.

What You Should Know Before Activating This Integration

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

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

Adobe SiteCatalyst

Review the following information about this Genesis integration as it relates to Adobe SiteCatalyst:

- **Report Suite Specific:** Be advised this integration is report-suite specific. Ensure that you have selected the desired report suite prior to activating the integration.
- **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.
- **Omniure Data Warehouse™:** This integration requires the Omniure Data Warehouse to be enabled in order to generate remarketing segments. If you have not enabled the Omniure Data Warehouse, contact Adobe for details.
- **Recipient ID:** The integration requires that we capture and store a "Visitor ID" within a SiteCatalyst variable (eVar). The Visitor ID (often referred to as the "Recipient ID") is an encoded or numeric representation of an email address from the Delivra system. This "Recipient ID" is associated with downstream visitor behavior on the site (cart abandons, purchases, etc.) that is pulled into the Delivra 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 Delivra 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.

Delivra for Adobe Genesis Integration

Review the following information about this Genesis integration as it relates to Delivra:

- **Valid Delivra Account:** In order to use the Genesis email integration, a client must have a valid Delivra account.
- **Current Customer of Delivra:** This integration requires you to be a customer of both Adobe and Delivra. If you are not currently a customer of Delivra, you will not have the information necessary to complete the integration wizard. If you are currently a customer of Delivra, you will need your Delivra Account ID, or the list name, assigned to your organization, in order to complete the integration wizard. You will need to provide Delivra with the Company Name and Account ID associated with the integration, in order to complete your setup.

Preparing for the Genesis Email Integration

Tasks and information you must have before you run the Genesis integration wizard to implement the Genesis integration.

Adobe SiteCatalyst® provides organizations with actionable, real-time intelligence regarding their online strategies and marketing initiatives. Combined with Delivra, SiteCatalyst provides remarketing based on behavioral targeting. Improve target marketing and understand campaign effectiveness through seamless integration of Delivra and SiteCatalyst web analytics data.

Before you can configure the integration for your email account, you will need to have the following in place:

- Know which email address you want to use to receive notification concerning the integrated operations.
- Know your Account ID (the unique identifier assigned to your organization by Delivra).
- Identify or create the custom variable that you will use to capture the Recipient ID/Visitor ID.
- Identify or create the custom variable that you will use to capture the Message ID (often this is the campaign variable).
- Identify and enable the custom events you will use to collect additional email campaign data. This integration uses several custom events to store data from Delivra, including Sent, Delivered, Opened, Clicked, Unsubscribed, Total Bounces, and Shares.

Running the Genesis Integration Wizard

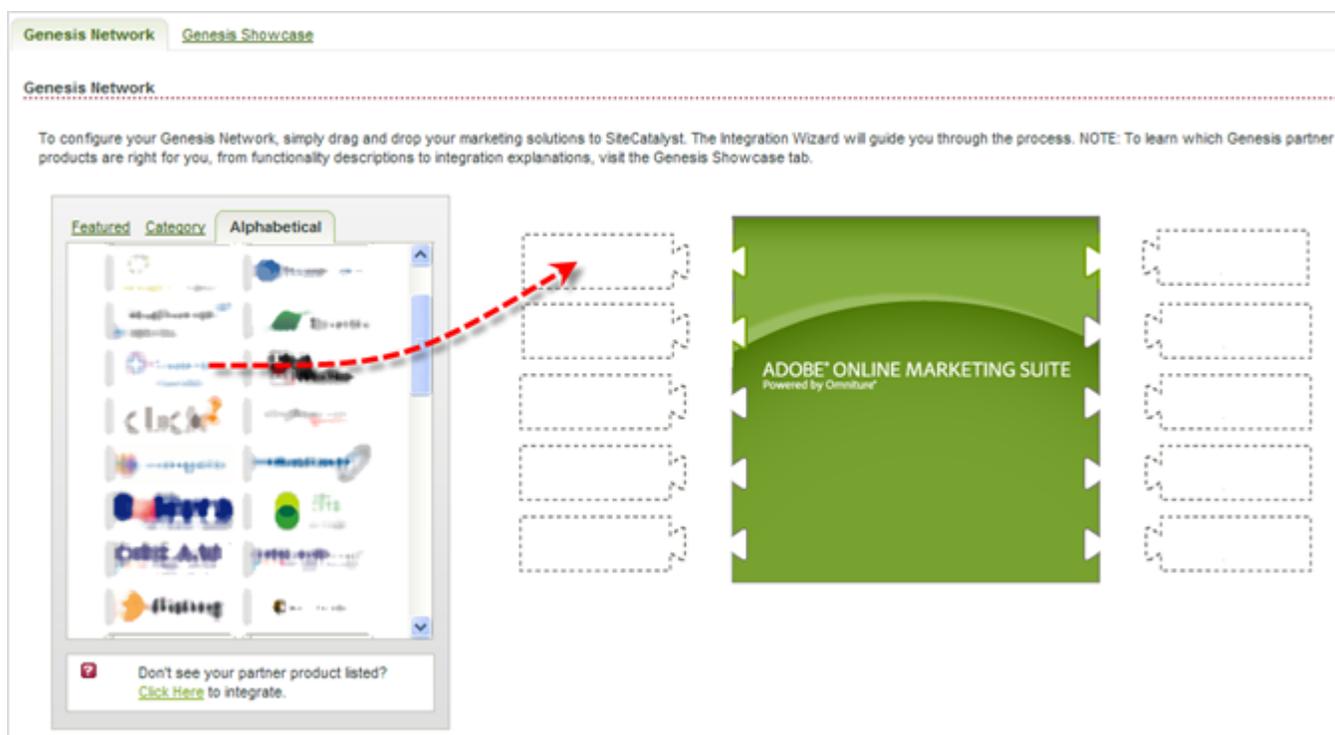
The Genesis Integration Wizard steps you through the Genesis integration process.

To configure the integration:

1. Log in to the Online Marketing Suite.
2. On the SiteCatalyst home page, click the Genesis™ icon on the pinwheel or tool bar.
3. On the Genesis page, select the Report Suite where you want to configure the integration.

Note: Make sure that you select the desired report suite from the **Report Suite** drop-down list in the upper-left corner of the Genesis page.

4. Click the **Alphabetical** tab at the top of the **Partner List** on the left side of the Genesis UI, then locate the **Delivra** icon.
5. Drag the **Delivra** icon to an empty plug-in slot in your SiteCatalyst report suite to launch the Genesis Integration Wizard.



6. On the Delivra Integration introduction page, review the text, then select the check box to accept the fees associated with the integration, then click **Next**.

This page provides an overview of the integration, along with helpful links for more information. There are both Adobe and Delivra fees associated with this integration. Contact your appropriate Sales Representatives for both organizations and make sure you understand the fee structure.

7. On each page of the Genesis Integration Wizard, provide the required information, as described in the following table:

WIZARD PAGE #	FIELD	DESCRIPTION
1	Integration Name	Specify the integration name that Genesis displays in the report suite's Active Integration List.

WIZARD PAGE #	FIELD	DESCRIPTION
1	Integration Email Address	Specify the email address that receives all notifications related to this integration, then click Next to proceed to Step 2 of the Wizard.
2	Account ID	Specify your Delivra Account ID (the unique identifier assigned to your organization by Delivra), then click Next to proceed to Step 3 of the Wizard.
3	Message ID	Identify the SiteCatalyst eVar used for tracking the email Message ID. The Message ID is used for marketing/remarketing campaigns. The Message ID is often referred to as the "Tracking Code."
3	Recipient ID	Identify the SiteCatalyst eVar used for tracking the email Recipient ID. The Recipient ID is used for marketing/remarketing campaigns. The Message ID is often referred to as the "Visitor Code."
3	Acceptance Check Box	Review the information displayed next to the Acceptance check box: <i>I understand that by enabling "Recipient ID" tracking, this feature may track personally identifiable information of our site visitors. This has privacy implications requiring the implementation of appropriate procedures by my organization, such as providing notice to, and consent of, our site visitors.</i> If you agree to the acceptance statement, select the check box, then click Next to proceed to Step 4 of the Wizard.
4	Client-Defined Report Suite-Level Segments	This integration creates the partner-defined segments displayed on the left side of the Integration Segments page of the Integration Wizard. Additionally, you can select existing Report Suite-Level segments to include in the integration. Select the desired segments on the right side of the page, then click Next to proceed to Step 5 of the Wizard.
5	Clicked	Specify the SiteCatalyst event that stores the email Clicked data imported from the email system. The Clicked event lets you see the number of visitors who clicked the email message.
5	Opened	Specify the SiteCatalyst event that stores the email Opened data imported from the email system. The Opened event lets you see the number of visitors who opened the email message.

WIZARD PAGE #	FIELD	DESCRIPTION
5	Sent	Specify the SiteCatalyst event that stores the email Sent data imported from the email system. The Clicked event lets you see the number of email messages that were sent.
5	Total Bounces	Specify the SiteCatalyst event that stores the email Total Bounces data imported from the email system. The Total-Bounces event lets you see the number of email messages that were not delivered to recipients due to a delivery problem.
5	Unsubscribed	Specify the SiteCatalyst event that stores the email Unsubscribe data imported from the email system. The Unsubscribed event lets you see the number of visitors who opened the email message but then clicked the Unsubscribe link to opt-out of future email messages from your organization.
5	Shares	Specify the number of times the email message was shared to a social network, then click Next to proceed to Step 6 of the Wizard.
6	Data Collection: JavaScript Plug-in	Select JavaScript Plug-in if you want to use the plug-in as the collection model for this integration, then click Next to proceed to Step 7 of the Wizard. Note: The Automated Solution is the default selection. Contact your Adobe Consultant to get a copy of the JavaScript Plug-in used for this integration. You can also copy and paste the plug-in contained in <i>SiteCatalyst Plug-In Code</i> Copy the following lines of code and add them to the SiteCatalyst code on your pages: .
6	Data Collection: Automated Solution	Select Automated Solution if you want to use an automated collection model for this integration, then specify the unique identifiers used for this integration. Note: The Automated Solution is the default selection. If you select this option, specify the unique identifiers used for this integration: Message ID Query String Parameter: This value represents the Message ID appended to the landing page URL by your email partner. Recipient ID Query String Parameter: This value represents the Recipient ID appended to the landing page URL by your email partner. Click Next to proceed to Step 7 of the Wizard.
7	Integration Summary	Verify the integration parameters by clicking the plus sign (+) next to each category, then click Save to proceed to Step 8 of the Wizard.
8	Integration Complete	Click Finish to complete the integration.

WIZARD PAGE #	FIELD	DESCRIPTION
		IMPORTANT: SiteCatalyst does not save the integration settings until you click Finish .