Mediawide Creative Management Platform

Installation Guide

Integration with Adobe Experience Manager

March 4, 2019
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**Mediawide Creative Management Platform (CMP)**

Mediawide Creative Management Platform enables brands, agencies and publishers to build, distribute and measure their digital creative. CMP employs Dynamic Creative Optimization (DCO) to automate the optimization of ad content by differentiating users and tailoring the creative. It appeals to marketing, creative, production and ad-ops teams who are looking for agile ways to operate programmatic creative and print campaigns.

**Advertising**

CMP streamlines the designs, improves the workflow and optimizes all creative designs. “The platform might employ machine learning, automated picture cropping, automatic size and design generation and other computer-assists to help a person generate a large variety of completed ads” – Martech Today

Integrations are available with Demand Side Platforms (DSPs) and Data Management Platforms (DMPs)

**Marketing**

Build, distribute and measure the impact of Personalized Videos. Mediawide CMP can generate personalized videos from 1st party data uploaded or uploading transactional data like shopping cart abandonment to CMP

**Personalized 1:1 Email**

Personalized 1:1 Email marketing is achieved by integrating Mediawide CMP with Adobe ACS using Email transaction API.

**Landing Page Customization**

Landing page can be customized with a personalized video link with an integration of Mediawide CMP, Adobe Commerce Cloud, Adobe Campaign System, Adobe Target and Adobe Analytics. In a typical use case of shopping cart abandonment, the visitor on a subsequent visit is presented a landing page with a personalized video offering special deals for products in the abandoned shopping cart

1. Adobe Commerce Cloud (Magento) updates Adobe Target with visitor ID and dynamic data related to abandoned shopping cart
2. Magento updates CMP with visitor ID and dynamic data
3. CMP build the link for personalized video and updates Target linked to the visitor ID
4. The visitor re-visiting the store is presented a landing page with a personalized video
**Mediawide CMP modules**

Mediawide CMP is used to build and manage custom creative in bulk for print and digital communication audiences. The modules are

**Animation and Video design tool**
Design and build HTML5 and MP4 videos with varying degrees of animation, video clips and interactivity

**Asset Builder**
Asset Builder is an interactive, self-service, web-based tool to automate building bulk adaptations for print ads, marketing collateral, web banners, mobile ads and personalized videos

**Campaign Management**
Manage campaigns comprising digital assets for print, web and mobile ads and personalized videos

**Interfaces to DAM and Adobe Experience Cloud**
Mediawide CMP is a plug-in architecture and can easily be integrated with external digital asset management and workflow systems. Current integrations are available for AEM, OTMM, Alfresco and Nuxeo DAM systems. For Marketing Automation Platforms, Mediawide CMP is integrated with Adobe Campaign, Target and Analytics.
Adobe Experience Manager Integration

Mediawide CMP is integrated with Adobe Experience Manager

- AEM for digital management system and approvals management workflow
- Integration with asset builder to customize creative for print, digital and video
- AEM Screens to customize creative designs using Adobe After Effects

Integration of CMP with Adobe AEM, Campaign and Target

Keys to connect Mediawide CMP with Adobe Experience Manager

The 2 major modules of Mediawide CMP that need to be interfaced with Adobe Experience Manager include

1. Asset Builder
2. Data Management

These 2 modules are connected using keys defined in the configuration files defined below

Asset builder application appsettings.production.json file

```json
{
    "Logging": {
        "IncludeScopes": false,
        "LogLevel": {
            "Default": "Information"
        }
    },
    "ConnectionStrings": {
        "DefaultConnection": "server=192.168.200.23;user id=root;password=ubuntu@123;port=3306;database=BrandmarkNX;"
    },
    "settings": {
        "LogPath": "C:\\Temp",
        "TempFolderPath": "C:\\TempFolder"
    }
}
```
"TempFolderURL": "http://dev.mediawide.com/fakepath/",
"DeliverFolderPath": "C:\\DeliverFolder",
"DeliverFolderURL": "http://dev.mediawide.com/deliverpath/",
"selectedDamserver": "AEM",
"webapiurl": "http://aem.mediawide.com/bin/api/",
"damServers": [
  {
    "servername": "AEM",
    "adBuilderUrl": "http://dev.mediawide.com/apps/HTML5AdBuilderAPI/BuildAdsClient.aspx",
    "bannerpreviewurl": "http://dev.mediawide.com/Apps/HTML5AdBuilderAPI/ResponsivePreview.aspx",
    "personalizedVideoul": "http://dev.mediawide.com/PersonalizeVideoImpossible/BuildAdsClient.aspx",
    "epubviewerurl": "http://dev.mediawide.com/apps/HTML5AdBuilderAPI/PageViewer.aspx",
    "emailadbuilderurl": "http://dev.mediawide.com/apps/EmailBuilder/BuildAdsClient.aspx",
    "adminusername": "user",
    "adminpassword": "password"
  }
],
Data Management API to connect to AEM and ACS

```xml
<?xml version="1.0" encoding="utf-8"?>
<configuration>
<connectionStrings>
  <add name="connString_MYSQL" connectionString="server=192.168.200.23;user=root;password=password;database=mediawide m"/>
</connectionStrings>
</configuration>
```
Mediawide CMP and AEM integration

This document details the integration processes of Mediawide CMP with AEM

Pre-Requisites for configuration and integration

- AEM Author Instance V6.4
- Mediawide Campaign Management System
- Mediawide Asset Builder
- Adobe InDesign Server – for print ads and marketing
- Mediawide 2D animation rendering engine
- Mediawide Q Manager for load balancing

Mediawide API bundle

Mediawide has developed AEM APIs to access user management, file folder systems and workflow processes. Specific tasks management by the API bundle

- Access assets or create job folders with assets in AEM. List assets in Mediawide Campaign to launch Asset Builder
- Handle the event of folder creation and generate UUID for the folders.
- Handle the JSON request / response

Mediawide CMP – AEM Installation Process

Step 1: Sign in to the Adobe Experience Manager

Sign in using admin credentials of AEM (admin/admin).

![AEM Login Screen](image)

Figure (1.1) AEM Login Screen
Step 2: Installing REST API Bundle
Click on AEM > Tools > Web console

Figure (2.1) Web Console

Figure (2.2) OSGI Bundle Screen
Click OSGI > Bundles
Figure (2.3) Install Button Screen
Click Install / Update

Figure (2.4) Upload Bundle Screen
Click the "Choose File" and upload AEMConnector-Bundle-1.0-snapshot.jar
After installing it takes few seconds to refresh. Or else user can manually Refresh the screen and make sure the bundle is active.
Figure (2.5) API Active Bundle Screen

**Step 3: Install the Event Handler Bundle**
This allows setting the UUID for the folders being created in AEM.

Follow the same steps from Figure 2.1 to 2.5

Select “eventhandler-bundle-1.0-SNAPSHOT.jar” bundle and install.

Figure (3.1) Event Handler Upload Bundle Screen
Figure (3.2) Event Handler Active Bundle Screen

Step 4: Install the JSON Bundle
This is handling json request / response Mediawide Asset Builder

Follow the same steps from Figure 2.1 to 2.5

Select “jsonBundle_1.0.0.jar” bundle and install.

Figure (4.1) JSON Upload Bundle Screen
Figure (4.2) JSON Active Bundle Screen

**Step 5: Configuration to link CMP with AEM**

After the API installation on AEM, configuration is needed to link the CMP modules including Campaign Management and Asset Builder. This configuration includes URLs, credentials, root folders for templates and ads. This is covered in a separate document.