Mediawide Creative Management Platform

Installation Guide

Integration with Adobe Campaign Standard

March 4, 2019
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**MEDIAWIDE CREATIVE MANAGEMENT PLATFORM (CMP)**

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**PERSONALIZED 1:1 EMAIL USING TRANSACTIONAL API**

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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 Standard, 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 art
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 collaterals, 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 Campaign Standard Integration
Mediawide CMP is integrated with Adobe Campaign Standard

- AEM for digital management system and approvals management workflow
- Adobe Campaign to automate the execution of mobile, email, social and offline campaigns

Integration of CMP with Adobe AEM, Campaign and Target
Personalized 1:1 Email Using Transactional API

Setting up API Access

Create a digital certificate, the public and private keys are provided in the certificate.

Create a new integration to Adobe Campaign Service in Adobe IO and configure it

Click Continue and select Adobe Campaign under Experience Cloud
Click Continue and add the Integration details to create new integration.

Select one or more product profiles for Adobe Campaign

Click Create Integration and the new integration will be created
Click continue to integration details to find the generated API Key, Client secret...etc.

Create a JSON Web Token (JWT)
From the credentials previously generated and sign it with the private key.

The JWT encodes all of the identity and security information that is needed by Adobe to verify the identity and grant access to the API.
Creating Event in ACS

Add required fields in the event under data structure tab. These fields will be used in transactional api as CTX fields. Click on Publish to publish the event changes.
Attach email template with the transaction event created. And define the personalized fields into it.

Publish the changes done to the event.
Sending a transactional message using the API

Configure the Web API to connect with ACS

```
"ACSConfiguration": {
   "CampaignAPIUrl": "https://mc.adobe.io",
   "OrganizationInstance": "acs409ap.campaign-sandbox.adobe.com",
   "TransactionalAPI": "mcmediawidelabsexchange",
   "APIKey": "f91b07238f824126b666c11c379777703",
   "TokenParam": {
      "Url": "https://ims-na1.adobelogin.com/ims/exchange/jwt/",
      "Client_Id": "f91b07238f824126b666c11c379777703",
      "Client_Secret": "a97d1686-4cc8-4264-ab4c-b5e51a19ba32",
      "Jwt_Token": "eyJhbGciOiJSQjoiaHR0cHM6Ly9zdGFibGUuc2l6ZS5jb20vIjpcIngKICAidXNlciI6IjBhY2tldCJ9.KfLpn_nQuDP71qHtxRjozhz925psKvoUJeooq6OD9WKrFYTsaXcQbELNa6mRuw9MUO1jQUDcDzvy8YxFhZ0M21F3HWP3lipsiaceY04me1SHWrFjihNfOSKBkxAaC0f_xsg14Fs_VeSeG2ROr5wB_8HRz6wncD3o5fAzuUAzElwTDtb2RFbAH-7L-budcmmnnYs_KOTt3fzBjxKRHU1UXu_wWjByJMxKwn1vco6s7HcyMpzMYztQToeQi9WRa-FmfoJ-QgWTfijmSKHiEOAETqW_05F05-BH86eLSBDPNVROLfjXZ_zF_Mc5lrrO95hO1OsIEJQ"
   }
}
```

Get the Access token using the JWT, Client Id, Client secret keys to be used to call the ACS API methods.

Request to get access token

```
POST /ims/exchange/jwt/ HTTP/1.1
Host: ims-na1.adobelogin.com
Cache-Control: no-cache
Content-Type: multipart/form-data; boundary=----

--WebKitFormBoundary7MA4YWxkTrZuGw
Content-Disposition: form-data; name="jwt_token"
eyJhbGciOiJSQjoiaHR0cHM6Ly9zdGFibGUuc2l6ZS5jb20vIjpcIngKICAidXNlciI6IjBhY2tldCJ9.KfLpn_nQuDP71qHtxRjozhz925psKvoUJeooq6OD9WKrFYTsaXcQbELNa6mRuw9MUO1jQUDcDzvy8YxFhZ0M21F3HWP3lipsiaceY04me1SHWrFjihNfOSKBkxAaC0f_xsg14Fs_VeSeG2ROr5wB_8HRz6wncD3o5fAzuUAzElwTDtb2RFbAH-7L-budcmmnnYs_KOTt3fzBjxKRHU1UXu_wWjByJMxKwn1vco6s7HcyMpzMYztQToeQi9WRa-FmfoJ-QgWTfijmSKHiEOAETqW_05F05-BH86eLSBDPNVROLfjXZ_zF_Mc5lrrO95hO1OsIEJQ"
```

```
GET /ims/exchange/jwt/ HTTP/1.1
Host: ims-na1.adobelogin.com
Cache-Control: no-cache
Content-Type: application/x-www-form-urlencoded

client_id=f91b07238f824126b666c11c379777703
client_secret=a97d1686-4cc8-4264-ab4c-b5e51a19ba32
```
Send Transactional message using the API. Use the transaction event id created in ACS

Request

POST /acs409ap.campaign-sandbox.adobe.com/campaign/mcmediawidelabsexchange/EVTMW01
HTTP/1.1
Host: mc.adobe.io
Content-Type: application/json
X-Api-Key: f91b07238f824126b666c11c37977703
"blackListMobile": false,
"blackListPhone": false,
"blackListPostalMail": false,
"blackListPushnotification": false,
"created": "",
"cryptedId": "",
"cusAgeRank": "",
"cusAverageBasket": 0,
"cusBillingAddress": "",
"cusBillingCountry": "",
"cusBillingPostalCode": "",
"cusBillingRegion": "",
"cusBrand": "",
"cusCarOwned": "",
"cusChannel": "",
"cusCommFrequency": "",
"cusCountry": "",
"cusCusURL": "",
"cusCustomerId": "",
"cusCustomerStatus": "",
"cusEmail": "",
"cusExperienceComments": "",
"cusExperienceRating": "",
"cusFacebookUserId": "",
"cusIsInterestedIn": "",
"cusLastClickdate": "",
"cusLastEmailSent": "",
"cusLastLoginTime": "",
"cusLastOpenDate": "",
"cusLastVisitTime": "",
"cusLoyaltyPoints": 0,
"cusLoyaltyProgramMember": false,
"cusOrigin": "",
"cusPreferredLocale": "",
"cusReceivingTime": "",
"cusSatisfaction": 0,
"cusSegment": "",
"cusShippingAddress": "",
"cusShippingCountry": "",
"cusShippingPostalCode": "",
"cusShippingRegion": "",
"cusSubjectArea": "",
"cusSubscribersNewsletter": false,
"cusTotalOrderQuantity": 0,
"cusTotalOrderValue": 0,
"cusVip": false,
"domain": ""
"externalId4": "",
"externalId5": "",
"href": "https://mc.adobe.io/acs409ap.campaign-sandbox.adobe.com/campaign/mcmediawidelabsexchange/EVTTestEvent/@QghPJCP7R_gP0LuusF6QWRBAYIzVzEost4q-XrWhVwJUnnu58uV1hv5RgQXenGIXEgc6Y_aUfZJnkLaYiOiyJjBAFIY",
"marketingCloudId": "",
"mobilePhone": "",
"postalAddress": {
  "addrDefined": false,
  "line1": "",
  "line2": "",
  "line3": "",
  "line4": "",
  "line5": "",
  "line6": "",
  "line7": "",
  "serialized": ""
},
"processed": "",
"pushPlatform": "apns",
"registrationToken": "",
"scheduled": "",
"serverUrl": "",
"status": "pending",
"title": ""}