# INSTALLATION GUIDE FOR ADOBE CAMPAIGN CONNECTOR

*Empower Marketers.*
*Delight Customers.*
*Drive Results.*

| Version | Date | Reviewer | Note |
|---|---|---|---|
| 1.0 | 2019-08-09 | Francois Laxalt | |

# tinyclues

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# ABOUT TINYCLUES

Tinyclues is the leading customer marketing solution, empowering marketers with AI-augmented campaigns to reconcile business goals with customer-centric strategies. Tinyclues uses ground-breaking deep learning technology to provide marketers with a simple and intuitive solution to define the best topics, audiences, and plan for their campaigns. Companies such as AccorHotels, Air France, Brandalley, Cdiscount, Clarins, Club Med, Fnac Darty, Holland & Barrett, Kenzo, Lacoste, Manor, Rakuten, Road Scholar, Thomas Cook, TUI, and Veepee are using Tinyclues to optimize and plan more than 600 million messages per month across channels such as email, mobile push notifications, direct mail, call centers, and Facebook to drive customer engagement, repeat purchase, cross-sell, reactivation and lifetime value. Tinyclues has been listed as a Vendor to Watch in Gartner's 2017 Magic Quadrant for Digital Marketing Analytics and as a Cool Vendor in Gartner's 2018 Cool Vendor in Multichannel Marketing report.

In this document, you will find installation instruction for the Adobe Campaign Connector.

# OVERVIEW

This document is intended to define the Tinyclues integration in Adobe Campaign Classic. Here are some abbreviations:

- TC: Tinyclues
- ACC: Adobe Campaign Classic
- WKF: workflow

What types of data are needed to get started?

To get started the following data tables are needed:

- Recipient (both clients and prospects, opt-in or not, for all available channels

- Email tracking logs (6 months of email sent, open, and click events)

- Channel-specific logs (at least 3 months of computer and/or mobile events)
  For example: push tracking data, Facebook tracking data, etc.
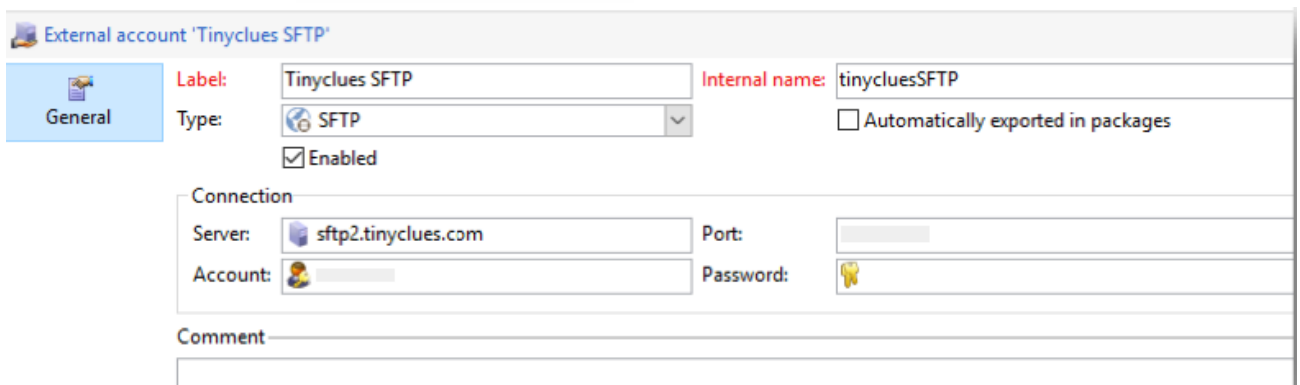
# TECHNICAL INFORMATION

How will I transfer my data?

Via Tinyclues' SFTP. Authentication is done using an SSH key pair. This is our standard and <span style="color:red">strongly recommended authentication</span> system as it provides a fully secured authentication and cryptographic system.

If using an SSH key pair or connecting to Tinyclues' SFTP is not possible please contact your Data Operations Engineer.

In order to access, the key based authentication is required. In the sFTP, create two folders

- /data/to_tc: in this folder ACC will create the files which will be imported in TC
- /data/from_tc: in this folder ACC will get the
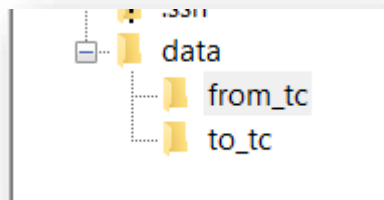




How often should I refresh my data?

<span style="color:red">Data freshness plays a crucial role in predictive quality</span>.  We typically ask for daily and automatic refreshes.  To keep your platform up-to-date, we strongly recommend nightly exports (before 5:00am local time).

Refreshes can be incremental or full. Tinyclues apply deduplication, so we strongly recommend you add a date overlap between two exports to avoid gaps in your data.

What are the format specifications?

Data format:

- File format: CSV with proper Delimiter, Quotechar, and Escapechar
- Headers are <span style="color:red">mandatory</span>
- Encoding: UTF-8
- File names and headers should not contain accented letters or spaces (é, è, û, ñ, etc.)
- Accepted compression formats: zip, 7z, bzip, gz, tar, rar
- Files must be without password and must not be partitioned and/or contained within any folder, but rather exported as stand-alone files

We expect you to specify:
- Primary keys for deduplication
- Relational keys to join tables
- Timestamps for all event tables
- Database content description to ease both setup and analysis

# Import workflow (tcImportWorkflow)

The import workflow can run manually or scheduled accordingly to the TC export times logics.

The input file configuration can be the following one (example):



The activites are the following ones:
- Connect to the TC sFTP (from_TC folder) and download all the files which follow the specified pattern
- Each file is managed sequentially
- The records are then parsed accordingly to their format
- The records are deduplicated by User ID
- The records are reconciliated with Recipients by User ID
- The original file is deleted once the transfer is done
- A new list is generated (or purged and then repopulated): the name of the list is the name of the file provided ({campaign_name}-{campaign_date}) without extension. Options are usually stored in Administration → ExternalServices → TinycluesLists
- The imported files are archived

These are the general assumptions:

- The file is named {campaign_name}-{campaign_date}.csv . The campaign_name is the one defined on the platform each time by The Client.
- The file contains just one column with the user_id related to that specific campaign

## Export workflows

It's bets if the export wkfs run every day in order to retrieve the information from the last run (minus a configurable delta **tcExportDeltaInDays,** so an overlap can be granted) to 1 day before the date it runs. In this way at least the records of the previous day are exported to TC.

The export format is CSV with the following settings:

**Destination format**
Please enter the output format and enter the parameters of the output format of file to be exported.

| | | |
|---|---|---|
| Output format: | Text | |
| | ☑ Use first line as column header | |
| Column separator: | Comma | |
| String delimiter: | Double quote | |
| End of line: | Carriage return | |
| Encoding: | UTF-8 | |
| Date format: | 1998-05-23 18:30:45 | Edit... |
| Number format: | 1240953.14159265 | Edit... |
| | ☐ Export labels instead of internal values of enumerations | |

accordingly to the other export/import activities already in place. The activities are the following ones:

- Perform a query in order to retrieve the data
- Extract the file in a local folder (via Extract Activity)
- Transfer the file on the TC sFTP
- The local file is deleted once the transfer is done.
- The imported files are archived

These are the naming conventions:

- deliveries_YYYYMMDD.csv (tcExportDeliveriesWorkflow)
- opens_YYYYMMDD.csv (tcExportTrackingLogsWorkflow)
- clicks_YYYYMMDD.csv (tcExportTrackingLogsWorkflow)

The **broadlogRcp** table is queried in order to extract the required data. The information is stored in the **deliveries_YYYYMMDD.csv** file

The **trackingLogRcp** table is queried in order to extract the required data. The information is stored in the opens_YYYYMMDD.csv file
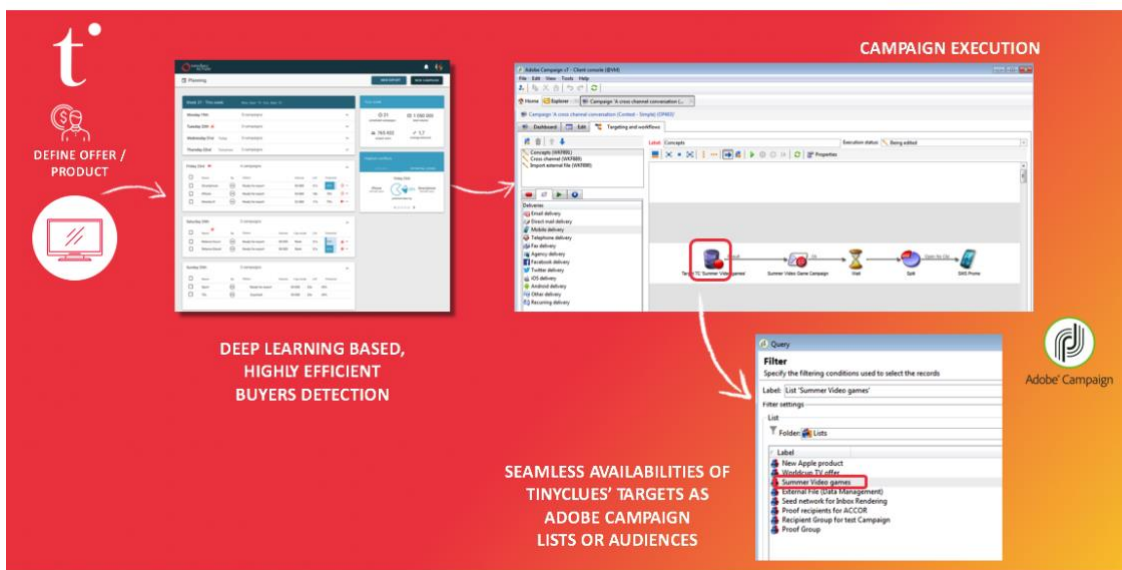
# PROCESS DESCRIPTION OF THE CONNECTION BETWEEN TINYCLUES AND ADOBE CAMPAIGN

The overall technical process looks like the following:
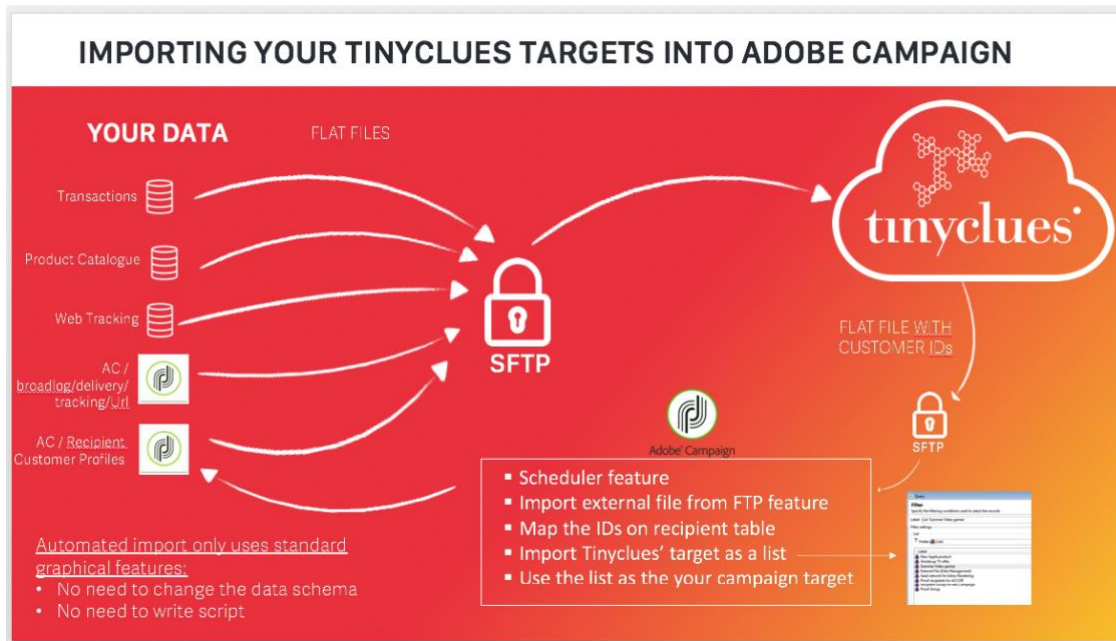


The overall business process looks like the following:

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## CONTACT INFORMATION

Do not hesitate to contact us if you need further details about our setting-up the connector

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