

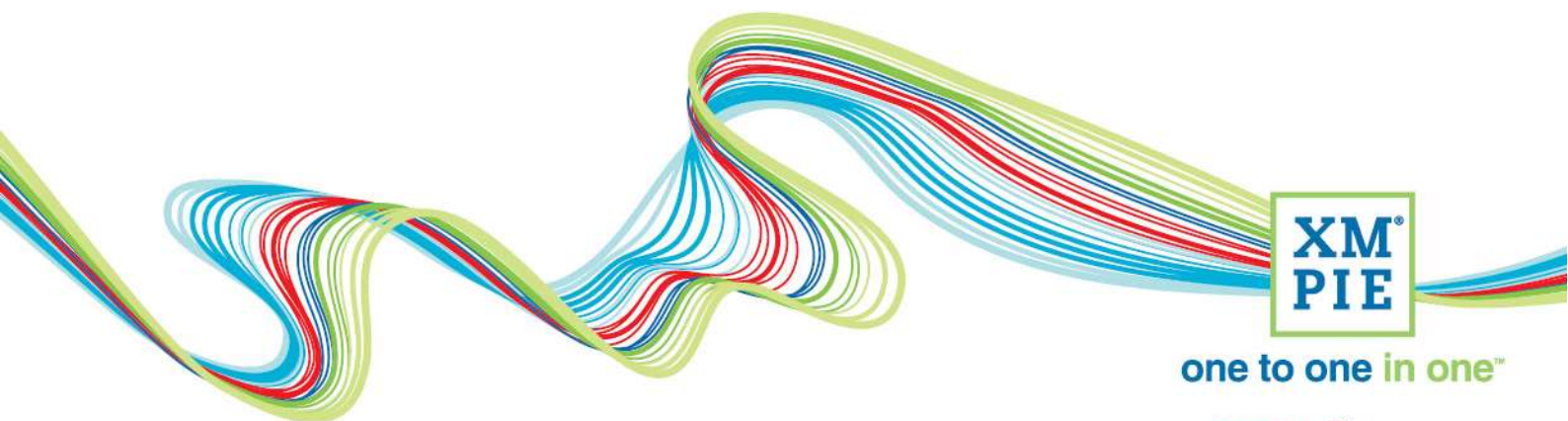
XMPie Campaigns on Demand

Transcript for: Introduction

Document version: v1

Software version: v9.0.2

Published date: June 2017



A **xerox**  Company

Notices

© 2017 XMPie®, A Xerox Company. All rights reserved.

U.S. Patents 6948115, 7406194, 7548338, 7757169 and pending patents.

JP Patent 4406364B and pending patents.

For information, contact XMPie Inc.

485 Lexington Avenue

10th. Floor

New York, NY 10017

More information can be found at www.xmpie.com

XMPie provides this publication "as is" without warranty of any kind, either express or implied. This publication may contain technical inaccuracies or typographical errors. While every precaution has been taken in the preparation of this document, the publisher and author assume no responsibility for errors or omissions. Nor is any liability assumed for damages resulting from the use of the information contained herein. Changes are periodically made to the information herein; these changes will be incorporated in new editions of the publication. XMPie may make improvements and/or changes in the product(s) and/or the program(s) described in this publication at any time.

XMPie, the XMPie logo, PersonalEffect, uChart, uCreate, uDirect, uEdit, ulmage, uPlan, uProduce, uStore, StoreFlow, TransMedia, Circle, ADOR, XLIM, RURL, eMedia Cloud, and the slogan "one to one in one" are trademarks or registered trademarks of XMPie, A Xerox Company, and may not be used without permission. No part of these materials may be used or reproduced in any form, or by any means, without the express written consent of XMPie. To request permission to use these materials, please contact marketing@xmpie.com.

XEROX® and XEROX FreeFlow®, FreeFlow Output Manager® and FreeFlow Process Manager® are trademarks of Xerox Corporation in the United States and/or other countries.

Adobe Acrobat, Adobe Dreamweaver, Adobe Illustrator, Adobe InDesign, Adobe Photoshop and Adobe After Effects are trademarks of Adobe Systems Incorporated.

SQL Server 2012, SQL Server 2008, SQL Server 2008 R2, Windows Server 2012, Windows Server 2012 R2, Windows Server 2008, Windows XP, Windows Vista, Windows 7, Windows 8, Microsoft Office, Microsoft Excel and Microsoft Access are trademarks or registered trademarks of Microsoft Corporation.

Mac OS is a trademark of Apple Computer, Inc.

ComponentArt is a trademark of ComponentArt Inc.

Other trademarks and service marks are the property of their respective owners.

Voice over script

Hi, Welcome to XMPie. In this video series, I will demonstrate and explain a major new feature for uStore that we call Campaigns-On-Demand, which brings multi-channel, multi-touchpoint marketing campaigns into the world of web to print.

With Campaigns-On-Demand, it is now possible for a marketing team to create templates of complete campaigns, with multiple touchpoints and rule-triggered workflows.

These campaign templates can then be selected, customized, personalized and launched through a web to print storefront.

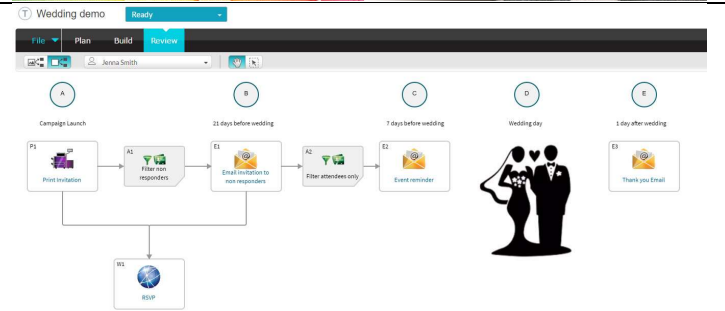
The Campaigns-on-Demand feature works well for a cross media campaign that is frequently repeated.

For example, a store opening campaign for a franchise coffee shop. Each new campaign uses similar branding and workflows, but the store location, manager's name and opening date change for each instance of the campaign.

But for this training, I wanted to create something more generic, that shows how you could create a cross media campaign - in this case a wedding invitation campaign - and allow the buyer to also customize the design of their instance of the campaign.

In this training store, I have the product setup.

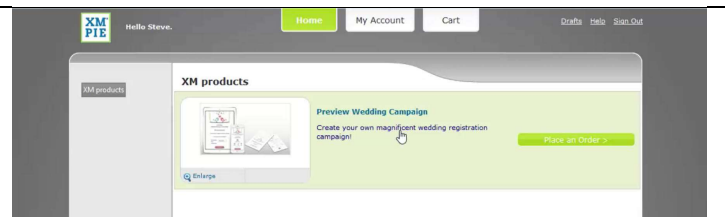
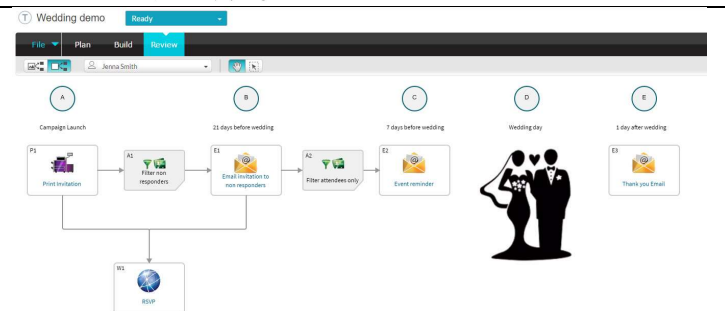
Thumbnail



Main benefits

- Quickly repeat regular campaigns
- Maintain branding and workflow consistency
- Enable customization and personalization

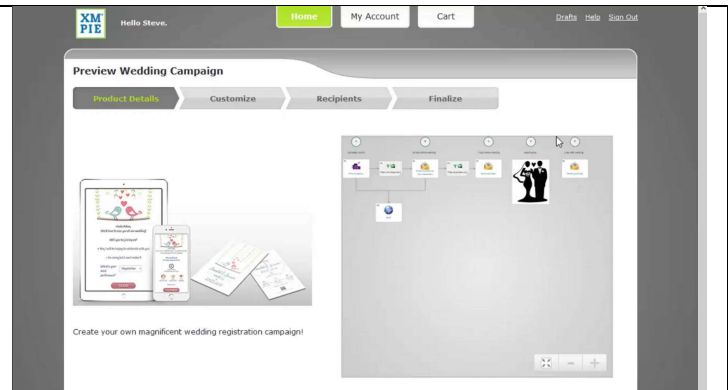
© 2000-2017 XMPie, A Xerox Company. All Rights Reserved.



When I select the product, you can see a description, and the preview area will load the Circle project diagram.

The loading will take a moment while the system copies the project, campaign, reports and all the necessary resources.

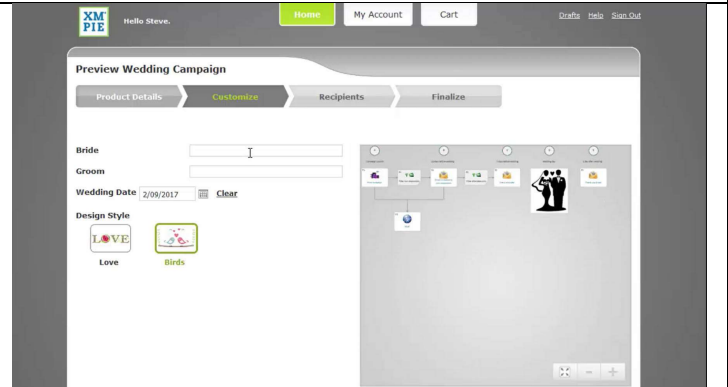
When the preview loads, the end user can click any of the touchpoints to view a sample of that print, web or email document.



On the next page, we are in the familiar uStore customization step where the customer can provide more information about their event.

Now, if we use the touchpoints to preview the print piece, you can see the customization settings are updating the design.

Of course the same on the web and email touchpoints too.

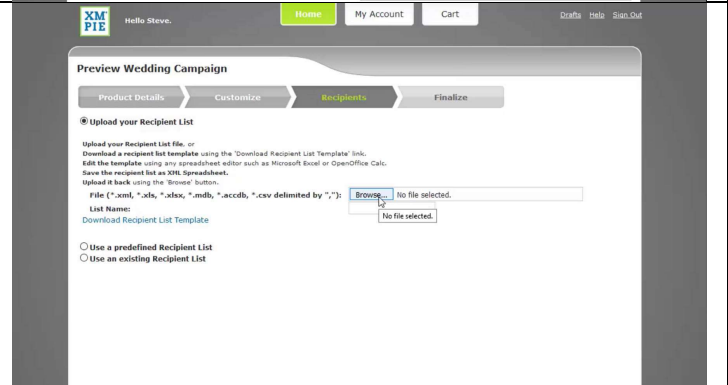


The recipient list step allows the customer to select from a previously uploaded list, create a new list or to upload a new list, which is the option I will use.

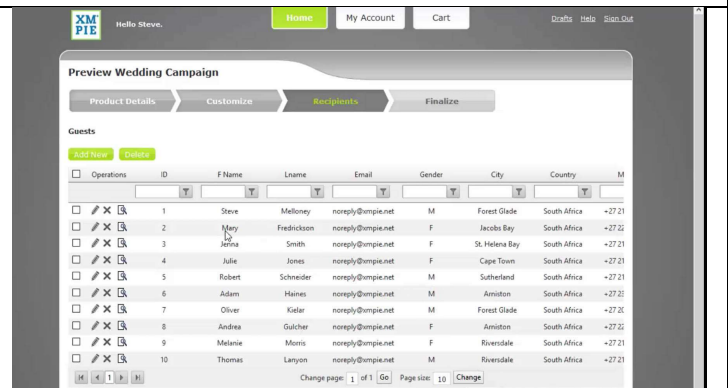
There is also a new "predefined recipient list" option that allows the buyer to select relevant recipients from a predefined recipient list.

For example, a large corporate database could be filtered to present the customer with only clients from his or her region.

This new type of recipient list will be demonstrated in a later video in this series.



The recipient list page allows customers to edit, delete or preview the campaign for any recipient in the list.



Now that the list is available, the preview will show both customization values from the customization step and personal values for which ever recipient you preview.

We can see the design selection, bride and groom names and wedding date from the customization, and the recipient details from the personalization.

And of course we can view different recipients to see that the personalization details are in fact changing as expected.

On the finalize step, you can have product properties like any other uStore product.

There is one mandatory property for a Cross Media product and that is the Custom URL which is a identifier for this instance of the campaign.

As you will know, for any XMPie personalized website, there is a recipient identifier in the URL.

For the Campaigns-On-Demand, there is also an instance ID which looks like this.

The system will not permit characters that are forbidden in the URL, and if the instance id has already been used, it will warn the user to change it.

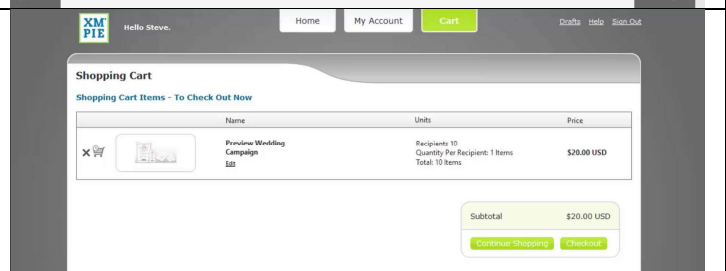
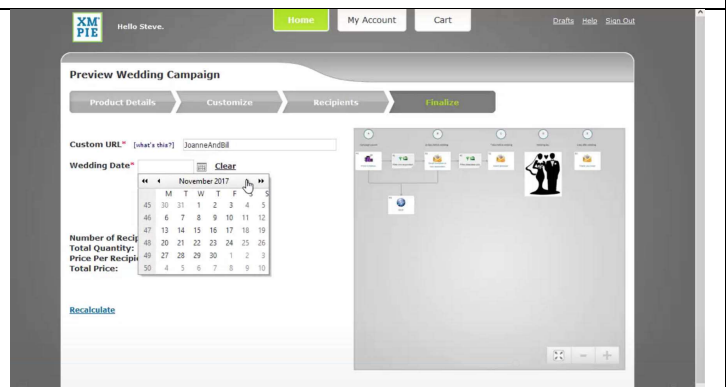
Also, as the store administrator you can choose to hide this and have it automatically generated by uStore or prepopulated from a database.

The wedding date is selected again as a product property.

The property is used in Circle for triggering scheduling and automation, while the customization value is used to set the ADOR objects in the document design.

In a future version, we hope to unify this selection so it only needs to be made once.

Now the item is in the cart, we could add more products, or checkout in the usual way.

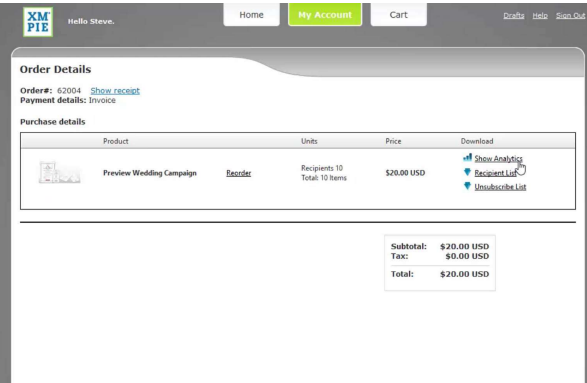


One of the values of a cross media campaign is the ability to track the user's response and behavior.

Campaigns On Demand

- Measuring campaign success
- Accessing updated recipient data

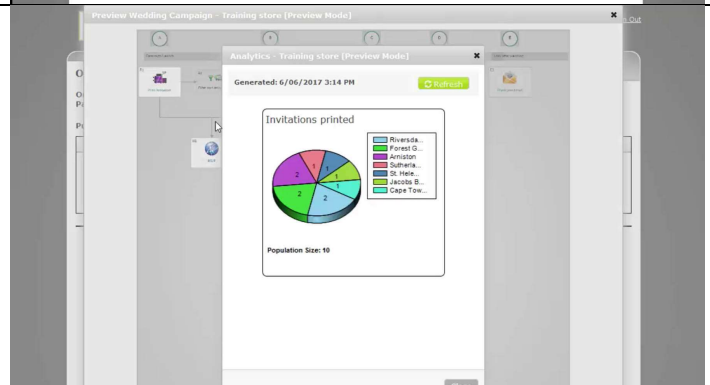
Naturally, campaigns created with XMPie are able to do this, and the Campaigns-On-Demand feature allows the customer to view the campaign analytics here in the order history.



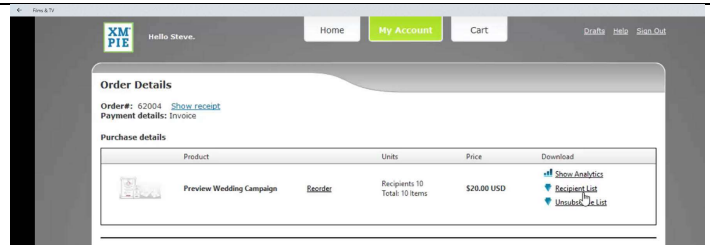
This is an order I placed earlier and have simulated some activity.

When I click on the analytics link, I see the same campaign diagram, but this time when I click the touchpoint, I see the Marketing Console analytics that were bound to that touchpoint in Circle.

The data is live, within a few minutes, so the customer can use this to monitor his or her campaign's progress.



On the cross media item, you can also permit the customer to download the recipient list with any updated or newly captured data.



XMPie believes that a well-executed campaign should be a dialog with the customer. That you're not just talking to the customer, but also listening.

Therefore, your campaign can allow customers to update existing data – like a change to their contact details; or add new information – like learning their preference. In this example, whether they will attend the event.

And even add new recipients into the campaign via a refer-a-friend form.

ID	FName	LName	Email	Gender	City	Country	Mobile	Attending	Meal	RecipientKey
1	Steve	Melloney	noreply@xM		Forest Gls	South Afric	+27 21 42			Steve Melloney
2	Mary	Fredrickson	noreply@xM		Jacobs B	South Afric	+27 22 52	YES	regular	Mary Fredrickson
3	Jenna	Smith	noreply@xM		St. Helena	South Afric	+27 21 21	YES	regular	Jenna Smith
4	Julie	Jones	noreply@xM		Cape Tow	South Afric	+27 21 78			Julie Jones
5	Robert	Schneider	noreply@xM		Sutherland	South Afric	+27 21 33	YES	vegetarian	Robert Schneider
6	Adam	Haines	noreply@xM		Amistad	South Afric	+27 23 09	NO	regular	Adam Haines
7	Oliver	Kieler	noreply@xM		Forest Gls	South Afric	+27 20 77			Oliver Kieler
8	Andrea	Gulcher	noreply@xM		Amistad	South Afric	+27 22 90			Andrea Gulcher
9	Melanie	Morris	noreply@xM		Riversdale	South Afric	+27 21 24			Melanie Morris
10	Thomas	Lanyon	noreply@xM		Riversdale	South Afric	+27 21 42			Thomas Lanyon

In the following videos we look at: How to set up a Circle project to recreate this sample campaign.

How to set up the store and cross media product to replicate what we just saw.

Managing cross media product orders

We will also take a closer look at the powerful new predefined recipient list control.

Following e-Learning topics

- Setting up this Campaign in Circle
- Setting up this demonstration Store
- Managing Cross Media product orders
- The new Predefined recipient list type

© 2000-2017 XMPie, A Xerox Company. All Rights Reserved.

