

Connector between CEP and DMP

Mapp Customer Engagement Platform (CEP) is a multi-channel marketing platform. It allows you to engage with your audience across a range of communication channels: email, SMS, mobile push messaging, web pages, and social networks.

Enabling the connector between CEP and DMP will enable the sync between your email contacts with the users in the DMP. It will also enable you to send audiences from the DMP to CEP, from there you are able to send these users an email through CEP.

Enable the connector in the DMP

1. In the DMP, click on your name and select Settings. Go to Integration Settings and select Mapp Digital - Email.
2. Enter the API URL of the REST API (preferably version 6), default Group ID (as we will clone this while creating audiences), username and password from Mapp Digital and click on Activate Integration.

INTEGRATIONS

Configure your Mapp Digital - Email integration.

mapp Mapp Digital - Email Marketing Technology

Mapp Digital is one of the largest independent digital marketing technology companies in the world. Mapp provides a comprehensive family of software and customer-centric services including a sophisticated data management platform; tools that optimise email, mobile, app, social and web marketing; and campaign management and strategy consulting.

Mapp Digital - Email	
Integration Name	
Mapp Digital - Email	
Settings	
API URL	Enter your Teradata DMC API URL here
Default Group Id	Enter your Teradata DMC Default Group Id here ⓘ
Username	Enter your Teradata DMC username here
Password	Enter your Teradata DMC password here
ACTIVATE INTEGRATION	DELETE INTEGRATION

3. Make sure to add Mapp Digital - Email when creating the on-site pixel (on-site module Integrations).

CREATE PIXEL

Pixel Name
On-site pixel

Labels

Interaction Tracking
* Time On Page * Page Scroll * Web form Interactions

User Data

Website Data

Integrations
* Mapp Digital - Email

Custom code
Enter javascript without <script> tags

4. Check if the on-site pixel has been implemented on the landing page of the email and implement if necessary.

Enable the connector for CEP

The connector between CEP and DMP is based on click trackers and read message online.

To make sure the matching rate between DMP and CEP is as high as possible, it's important to enable two additional feature switches. It's strongly advised to enable both feature switches.

1. CEP Account Manager requests the following Feature Switches to be enabled:
 - a. dmp_matching_link_click

This feature switch will automatically track all links in the emails. The link will be redirected to the DMP cookie domain where a cookie will be assigned to the user.

b. `dmp_matching_read_message_online`

When a user clicks on the link to view a message in a browser, the DMP will automatically track this and assigns a cookie to the user.

Once the feature switches have been approved and enabled, there is no further action to be taken to sync users between CEP and DMP. All links will automatically be tracked as well as the automatic tracking of read message online.

Using the connector

1. Set up the email in CEP like it's usually done. All links in the email will be tracked through the DMP. The users who click on the links will be matched with the DMP.
2. Create an audience in the DMP based on the users you collected through CEP.
3. You can send this audience to one of the platforms you're using (including back to CEP).
4. Besides creating a custom audience, it's also possible to send Lookalike Audiences to CEP.

CREATE AUDIENCE

Audience Name

Loyal clients

Select Platform

Mapp Digital - Email

Note

Keep in mind the following when using the CEP connector:

- At this stage you can not export all CEP data directly to the DMP.
- The link between an email address and anonymous data in DMP is never 100% exact.
- The connector only works if the audience contains CEP users (who clicked an email link before).