

DLCPM Enterprise 2018

Constant Contact Integration

User Guide

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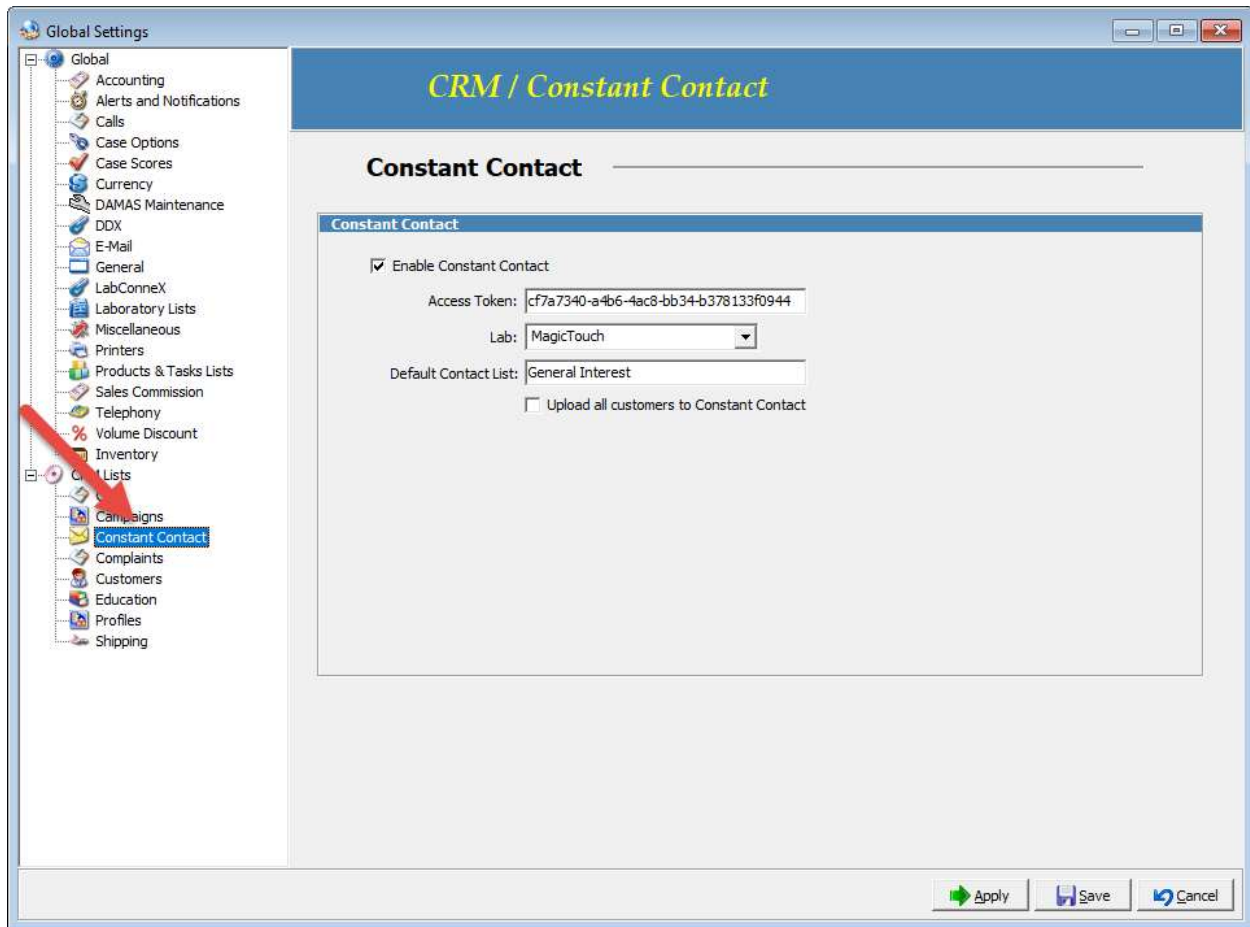
What is Constant Contact Integration?

The integration with Constant Contact allows for new or current subscribers to transfer their customer contacts from DLCPM with just a few clicks. Constant Contact provides a variety of tools for creating templates and tracking e-mail blasts that are sent to your customers.

The introduction of this new integration allows for laboratories to expand their potential in creating new business, marketing to existing customers and providing organized communication. Constant Contact captures the activity of all communication that is sent to contact lists. With this integration, users are able to review the captured status of each campaign that is sent. Laboratories are able to review if their email communication is opened, forwarded, deleted, marked as spam and much more. In addition to capturing results of each campaign sent, laboratories are able to use the template editor in Constant Contact to further customize each campaign that is sent.

Setting up Constant Contact Integration

In order to begin using the integration with Constant Contact, you must first establish an account with Constant Contact. If you already have an account there are a few steps that must be taken in order to establish an Access Token for your account. When you are ready to set up the integration, please contact our Customer Support team for assistance in requesting an Access Token for your account.



Constant Contact

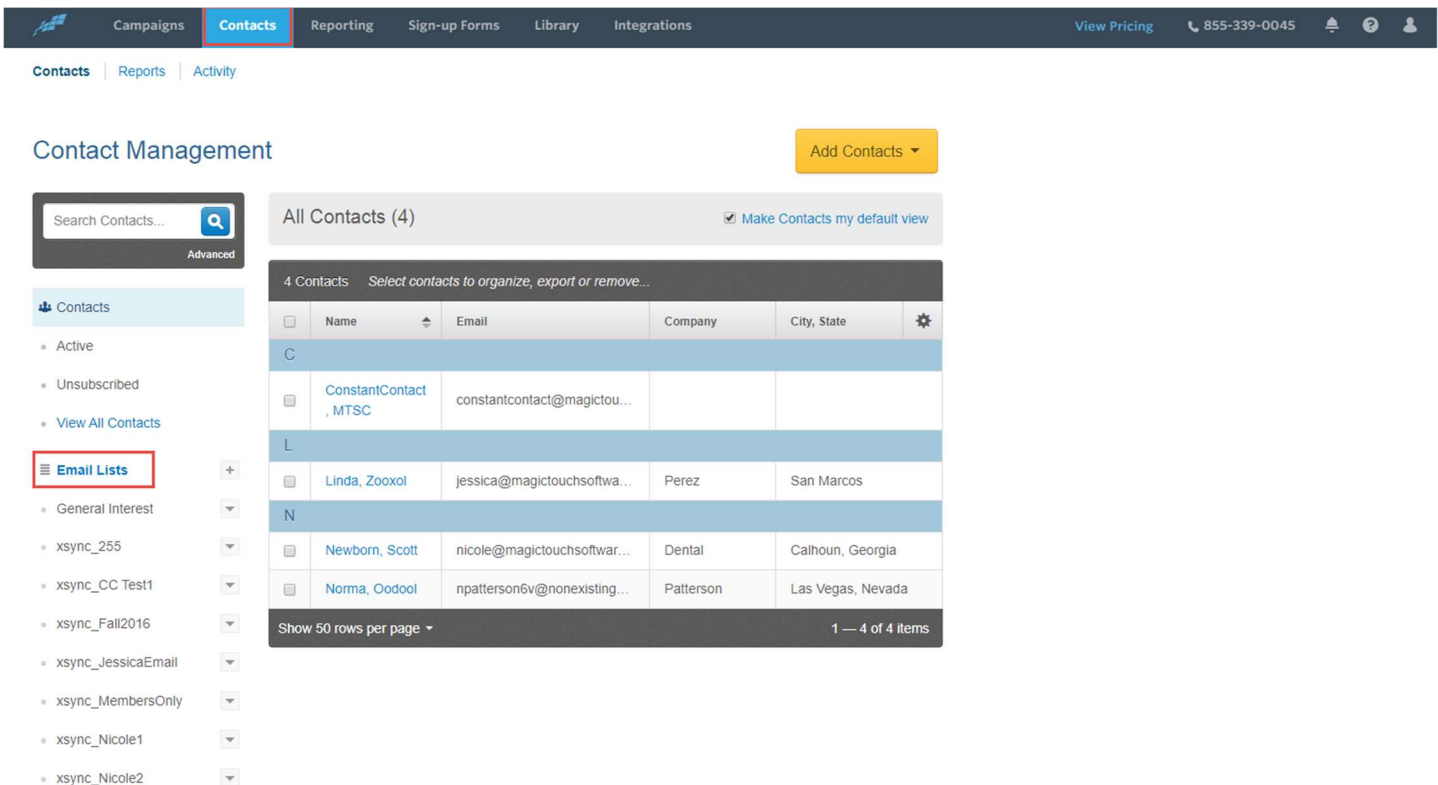
<http://MagicTouchSoftware.com>

Create Constant Contact Campaign

(Constant Contact > Campaigns)

Once the integration setup steps are complete, you may login to Constant Contact and create campaigns. When creating and scheduling a campaign, you will have the ability to select from campaigns which have been created through DLCPM and synced with Constant Contact. These campaigns will display under the Email Lists section at the Schedule step of creating a CC campaign and the title will be preceded with a leading 'xsync_'. The email lists are also located in the Email Lists section of the Contacts area in Constant Contact.

Following the 'xsync' format will list the Campaign name created from DLCPM. This is to allow for you to recognize which Campaign contacts from DLCPM are included in that selected email list.



The screenshot shows the Constant Contact web interface. The top navigation bar includes 'Campaigns', 'Contacts' (highlighted), 'Reporting', 'Sign-up Forms', 'Library', and 'Integrations'. Below this, a sub-navigation bar shows 'Contacts', 'Reports', and 'Activity'. The main content area is titled 'Contact Management' and features a yellow 'Add Contacts' button. On the left, a sidebar lists various contact categories, with 'Email Lists' highlighted in a red box. The main area displays a table of 4 contacts, categorized by 'C', 'L', and 'N'. The table columns are Name, Email, Company, and City, State. The contacts listed are: ConstantContact, MTSC; Linda, Zoolol; Newborn, Scott; and Norma, Oodool. The bottom of the table shows 'Show 50 rows per page' and '1 — 4 of 4 items'.

Name	Email	Company	City, State
ConstantContact, MTSC	constantcontact@magictou...		
Linda, Zoolol	jessica@magictouchsoftwa...	Perez	San Marcos
Newborn, Scott	nicole@magictouchsoftwar...	Dental	Calhoun, Georgia
Norma, Oodool	npatterson6v@nonexisting...	Patterson	Las Vegas, Nevada


Creating a DLCPM Campaign

(View> Campaign Manager> Campaign Details)

The first step in preparing to transfer contacts over to your Constant Contact account will be to add a new campaign from the Campaign Details tab in Campaign Manager within DLCPM.

When adding the campaign, check the checkbox option for 'Enable Constant Contact Upload' on the Campaign Details tab. This option enables the sync of the customers added on the 2. Members tab of the DLCPM campaign. After a few moments, the contact names and main email addresses will transfer over to the Email Lists section under Contacts in Constant Contact account.

In addition to enabling the the Constant Contact upload, it is required to select for a campaign to link the campiagn to. When selecting from the drop down menu, the available campaigns are all of the PENDING (?) campaigns created on your Constant Contact account.


Campaign Manager

Page 1/1
Status: -- All --
Product ID:
Reset Filters
12 of 12
Close

ID	Campaign Name	Starting Date	End Date	Type	Category	Status	Manager
255	Customer 255	5/8/2017 12:28...	6/7/2017 12:28...	Direct Marketing	Corporate	In Progress	Jessica
CC Test1	CC Test1	5/31/2017	6/30/2017	Direct Marketing	Corporate	New	Jessica
Fall 2016	Fall 2016	10/9/2016	11/18/2016	Outsert	Corporate	In Progress	mhelike
JessicaEmail	JessicaEmail	4/28/2017 11:1...	5/28/2017 11:1...	Product Promotion	Lab	In Progress	Jessica
MembersOnly	Members only	7/13/2017 8:06...	8/12/2017 8:06...	Cross Sale	Corporate	New	Jessica
Nicole1	Nicole1	4/28/2017 2:25...	5/28/2017 2:25...	Direct Marketing	Lab	New	Nicole
Nicole2	Nicole2	10/19/2017	11/18/2017	Product Promotion	Lab	New	Nicole
Nicole4	Nicole4	10/19/2017 1:5...	11/18/2017 1:5...	Direct Marketing	Lab	New	Nicole
Nicole5	Nicole5	10/19/2017 2:0...	11/18/2017 2:0...	Direct Marketing	Corporate	New	Nicole
nolistyet	nolistyet	10/19/2017 2:3...	11/18/2017 2:3...			In Progress	Jessica
Spring2017	Spring 2017 Ca...	4/25/2017 1:25...	5/25/2017 1:25...	Outsert	Corporate	New	Jessica
Test 07-11-17 1	Test 07-11-17 1	7/11/2017 2:30...	8/10/2017 2:30...	Direct Marketing	Corporate	New	Nicole

1. Campaign Details
2. Members
3. Campaign Literature
4. Responses
5. Products
6. Correspondence
Z. Log

Campaign ID: Nicole4

Campaign Name: Nicole4

Starting Date: 10/19/2017

End Date: 11/18/2017
Duration: 30 Days

Type: Direct Marketing

Category: Lab

Status: New

Manager: Nicole

☐ Restrict to Members Only

Constant Contact

☒ Enable Constant Contact Upload

Lab: MagicTouch

Link to Constant Contact Campaign

Nicole4 | 1129187849193

Stats

Total Sent: 0
Total Cost: \$0.00

Total Redeemed: 0
Cost per Case: \$0.00

New to Bus. Unit: 0
Total Cost / Total Redeemed

New to Lab: 0
Acquisition Cost: \$0.00

Total Cost / New to Bus. Unit

Created On: 10/19/2017 1:51:52 PM
By: Nicole

Add New Campaign
Delete Campaign







Save
Cancel



Linking a DLCPM Campaign to a Constant Contact Campaign

A DLCPM campaign must be linked to an existing Constant Contact campaign by selecting from the 'Link to Constant Contact Campaign' dropdown menu. When linking to a Constant Contact campaign, the email list will link to the PENDING (?) campaign.

Please note: When creating new campaigns in Constant Contact, you may need to refresh the DLCPM campaign manager to refresh the list from the drop down menu to link.

- Please note if you add additional customers into an existing DLCPM campaign, the customer contacts will transfer over before the campaign is sent in Constant Contact. Adding additional customers must be done before the campaign in Constant Contact is processed.
- When a contact is manually added in Constant Contact, please note that contact will not be pulled into a DLCPM Campaign.


 Campaigns
  Contacts
  Reporting
  Sign-up Forms
  Library
  Integrations

[View Pricing](#)
[855-339-0045](tel:855-339-0045)



Untitled Campaign Created 2017/10/31, 5:30:41 AM

[Save Changes](#)
[Schedule](#)

Last saved on Tue, Oct 31, 2017 at 5:30 am PDT



[Edit](#)

Email Lists:

During your trial, you can send unlimited campaigns to up to 100 email addresses.
Ready to send to more than 100? [Buy Now](#)

☐ General Interest (1)
 ☐ xsync_Fall2016 (1)
 ☐ xsync_Nicole2 (1)
 ☐ xsync_Nicole4 (1)
 ☐ xsync_nolistyet (1)

0 Lists Selected

0 Recipients Selected

Want to make changes to your list? [Go to the Contacts page.](#)

*Subject:

The latest news for you

When To Send:

☐ Send now
 ☒ Schedule For Later

Date

10/31/2017

Time (PDT):

6 : 30 AM

Additional Options:

☒ Send me Early Results

constantcontact@magictouchsoftware.com

[Add Another](#)

Campaign Feedback

(View> Campaign Manager> Members)

When a campaign in Constant Contact is completed and processed, using the integration users are able to view feedback and results that Constant Contact captures. These campaign feedback status columns can be found in the Members tab of the Campaign Manager:

The **'CC Is Sent'** column Represents if Constant Contact campaign email was sent and users will expect to see either Yes or No listed in the column.

The **'CC Status'** column Represents Constant Contact status and users will expect to see one of the six available text indicating certain feedback.

Listed below are the types of feedback you will see in the CC Status column with a brief description on the meaning of each:

- EMAIL_SEND – Constant Contact sent the email and there is no other information about what happened with the email. All that is known at this point is that the email was not sent back as Undeliverable
- EMAIL_CLICK – The recipient actually clicked on a link on the body of the email
- EMAIL_OPEN – Constant Contact detected that the email was opened by the recipient. This may only work on web interface mail programs. In order to detect this, there is a transparent image stored on the server and displayed in the body of the email. Constant Contact will detect when that image was accessed. Each sent email has its own transparent image so Constant Contact can identify each recipient who opened the email. The issue with desktop mail clients such as Outlook, Thunderbird, or other email clients will simply not access that image to avoid this detection as this is considered a big privacy issue.
- EMAIL_FORWARD – Constant Contact detected that the email received by the recipient was forwarded.
- EMAIL_UNSUBSCRIBE – Constant Contact has detected that the user selected to unsubscribe from the sender's mailing list
- EMAIL_BOUNCE - The email was rejected by the recipient's server and is undeliverable

