Unica Link V12.1.5 Mandrill Connector User Guide

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Chapter 1. Introduction to Mandrill

The Mandrill connector sends email using a defined template on a Mandril account, populating the merge field defined in that template. The connector then polls Mandrill to report whether emails were bounced, opened, or links clicked within the email.

Chapter 2. Prerequisites

To use the Mandrill connector you must first have an account with Mandrill. The connector requires the following:

- An email template that is defined in Mandrill.
- An API key for the Mandrill account.

Chapter 3. Configuration

To use Mandrill, a connection must be configured by a Unica Administrator. The connection properties are these:

- **API Key** - the API key for the user. This key can ge generated from the Mandrill site.
- **Activity Fetch Frequency** - The frequency at which email events (such as , sent; open; click) are periodically downloaded from Mandrill.
- **Activity Fetch Units** - The time unit (hours; minutes; seconds) of the activity fetch frequency.

The activity fetch parameters determine how frequently Mandrill is polled for event results. This should be set at a value that offers a compromise between response time and processing overhead. A reasonable frequency is 15 minutes.

Chapter 4. Test connection

When you define a connection, the **Test** button can be pressed. This invokes a query operation on Mandrill to ensure that the server can be reached and that the connection parameters are valid.

Chapter 5. Configuring a Touchpoint or Process box

When the Mandrill connector is configured from a Touchpoint in Journey, or a process box in Campaign, these properties are displayed:

- **Email Template** – The email template to use. If you press the **Fetch** button you will obtain a list of available templates.
- **Email Subject** – The subject of the email. This can contain merge tags by using the syntax "|*field*|".
- **Senders Email** – The sender's email through which all the mails would be sent. As this must be any email having domain **@<YourdomainRegisteredinMandrill>**, for example **yxz@unica.com**.
- **Reply to Email** – The email address to which responses should be addressed.
- **Fetch Results end date** – The last date filter to apply when downloading email events from Mandrill.

Chapter 6. Event tracking

The Mandrill connector periodically polls Mandrill to fetch sent email status. The connection property, **Activity Fetch Frequency** determines how often Mandrill is polled.

- hbounce – for hard bounce emails.
- sbounce – for soft bounce emails.
- open
- click
- link (it will keep polling for events until the **Fetch Results End Date** is reached.

Click events are reported whenever someone clicks on a link within the email. The connector polls for events until the **Fetch Results End Date** is reached.