

IBM Unica Campaign Reports Package  
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## *Release Notes*



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# Preface

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## Contacting IBM Unica technical support

If you encounter a problem that you cannot resolve by consulting the documentation, your company's designated support contact can log a call with IBM Unica technical support. Use the information in this section to ensure that your problem is resolved efficiently and successfully.

If you are not a designated support contact at your company, contact your IBM Unica administrator for information.

### Information you should gather

Before you contact IBM Unica technical support, you should gather the following information:

- A brief description of the nature of your issue.
- Detailed error messages you see when the issue occurs.
- Detailed steps to reproduce the issue.
- Related log files, session files, configuration files, and data files.
- Information about your product and system environment, which you can obtain as described in "System Information" below.

### System information

When you call IBM Unica technical support, you might be asked to provide information about your environment.

If your problem does not prevent you from logging in, much of this information is available on the About page, which provides information about your installed IBM Unica applications.

You can access the About page by selecting **Help > About**. If the About page is not accessible, you can obtain the version number of any IBM Unica application by viewing the `version.txt` file located under each application's installation directory.

## Contact information for IBM Unica technical support

For ways to contact IBM Unica technical support, see the IBM Unica Product Technical Support website: (<http://www.unica.com/about/product-technical-support.htm>).

# 1 About the IBM Unica Campaign Reports Package

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## About the IBM Unica Campaign Reports Package

The Campaign Reports Package delivers reporting schemas that you can use to track campaign, offer, and cell performance. The Campaign Reports Package contains the following:

- Schemas and schema templates that are registered with Marketing Platform during installation. They describe the attributes and metrics that represent the product's reporting schema and include:
  - Six base schemas that are the basis of the reporting schema (with no custom attributes)
  - Five custom versions of most of the base schemas that rely on the pre-configured custom attributes for Campaign
  - Five schema templates that you can use to create new schemas
- IBM Cognos 8 customizable model and reports to be deployed on an IBM Cognos 8 BI Server
- Reference documentation that describes the IBM Cognos model and the reports

The Campaign reports retrieve data from one data source: the Campaign system tables.

### Reporting Schemas

Following are the schemas:

- Campaign Views provides the standard attribute views of the Campaign system tables (campaign, offer, cell, and so on).
- Campaign Custom Attributes is for reporting on custom attributes of campaigns, offers, and cells.
- Campaign Performance is used by reports that display performance measurements starting at the campaign level over all time or various periods of time (days, months, and so on).
- Offer Performance is used by reports that display performance measurements starting at the offer level over all time or various periods of time (days, months, and so on).
- Campaign Offer Response Breakout is used by reports that show campaign and offer responses based on response types.
- Campaign Offer Contact Status Breakout is used for measurement of campaign and offer contacts based on contact status.

The custom schemas extend the last five of the listed schemas to include the default, preconfigured response types, custom attributes, and so on.

## Templates

If you have additional audience levels, you create additional reporting schemas for them with the following templates:

- Campaign Performance
- Offer Performance
- Campaign Offer Response Breakout
- Campaign Custom Attributes
- Campaign Offer Contact Status Breakout

## Reports

The reports package contains Cognos 8 example reports that are displayed from the Analysis section and the Analysis tabs of campaigns and offers.

Following are the cross-object example reports available from the Analysis section:

- "What If" Offer Financial Summary
- Campaign Detailed Offer Response Breakout
- Campaign Financial Summary by Offer (Actual)
- Campaign Offer Performance by Month
- Campaign Performance Comparison
- Campaign Performance Comparison (with Revenue)
- Campaign Performance Comparison by Initiative
- Campaign Performance Summary by Cell

- Campaign Performance Summary by Cell (with Revenue)
- Campaign Performance Summary by Cell by Initiative
- Campaign Performance Summary by Offer
- Campaign Performance Summary by Offer (with Revenue)
- Campaign Summary
- Offer Campaign Listings
- Offer Performance by Day
- Offer Performance Comparison
- Offer Performance Metrics
- Offer Performance Summary by Campaign

Following are the single-object example reports available from the Campaign Analysis tab:

- Campaign Detailed Offer Response Breakout
- Campaign Financial Summary by Offer (Actual)
- Campaign Offer Performance by Month
- Campaign Performance Summary by Cell
- Campaign Performance Summary by Cell with Revenue
- Campaign Performance Summary by Offer

Following are the single-object example reports available from the Offer Analysis tab:

- "What If" Offer Financial Summary
- Offer Performance by Day
- Offer Performance Summary by Campaign

Following are the Campaign-specific example report portlets available on dashboard pages:

- Campaign Response Rate Comparison
- Campaign Return on Investment Comparison
- Campaign Revenue Comparison by Offer
- Offer Response Breakout
- Offer Response Rate Comparison
- Offer Responses for Last 7 Days



# Backwards-compatibility notes


This section lists differences between the Campaign Reports Package 8.x and previous versions.

## Installation directory name does not match name in previous versions

The default installation directory name of the Campaign Reports Package 8.x.0 is `ReportsPackCampaign`. In 7.5.x versions of the reports package, the default directory name is `ReportsPacksCampaign`. When upgrading from a 7.5.x version of the reports package, the version 8.x installer does not detect the existence of the 7.5.x version. Therefore, it performs a new install of the reports package rather than upgrading the 7.5.x version. After performing the version 8.x installation, delete the 7.5.x installation directory.

## Known issues

This section lists known issues in the IBM Unica Campaign Reports Package version 8.5.0.

Issue	ID	Description
Additional legend item displayed on Offer Performance by Day dashboard report	DEF044226	On the Offer Performance by Day dashboard portlet report, an additional, unlabeled item appears in the legend when the report contains dates with no corresponding offers.
Reports folder permissions are synchronized for multiple partitions	DEF045222	<p>When a Campaign administrator attempts to synchronize reports folder permissions for a single partition in a multi-partition Campaign environment, the synchronization occurs across all partitions. This synchronization occurs even if there is a separate ReportSystem role for each partition.</p> <p> The synchronization of folders that do not belong to the current partition will not cause authorization problems.</p>
Reports Pack ZIP file from 7.5.1 remains after upgrade	DEF046854	<p>After upgrading to the Campaign Reports Package 8.1.1 from version 7.5.1, the ZIP file for the 7.5.1 reports pack remains in the <code>&lt;Unica_Platform_Home&gt;/&lt;Reports_Pack_Home&gt;/cognos8</code> directory. This file is no longer needed after the upgrade; you can delete it.</p>

Issue	ID	Description
Offer Performance Summary by Campaign shows extra row	DEF047315, DEF047336	The Offer Performance Summary by Campaign report shows an extra row with values displayed as 0.
Offer Performance Summary by Campaign displays offers with no contact or response history	DEF047336, DEF047315	The Offer Performance Summary by Campaign report displays offers that are assigned to a campaign even though no contact history or response history data exist for those offers in the campaign.
Offer Performance Comparison displays offers with no contact history	DEF047745	The Offer Performance Comparison report displays offers that have no associated contact history.

## Known issues for IBM Unica eMessage reports

Standard eMessage reports are now included in the Campaign reports pack. This section lists known issues for standard eMessage reports.

Issue	ID	Description
Repetitive bounce notifications for the same email address can cause misleading counts of total messages received	DEF047221	<p>When IBM Unica eMessage receives bounce notifications it automatically retries messages categorized as soft bounces. If the target mailbox continues to reject the email, eMessage counts the new bounce notifications as additional bounces, not as bounces for the same address. The result is an artificially higher number of reported bounces. However, the total number of messages sent does not increment because no new messages are being sent.</p> <p>eMessage calculates the total number of messages received by subtracting the number of undeliverable messages from the total number of messages sent. Because the number of sent messages remains the same, if the number of bounce notifications has been inflated by repeated retry attempts, the report indicates an artificially lower number of total messages received, in some cases even returning a negative number if the number of retries is high enough.</p>

Issue	ID	Description
Attempting to access a report after cancelling view of another report generates a reporting error	DEF047550	<p>eMessage displays an error when you attempt to open an eMessage report, but cancel the attempt so that you can select a different report. The error occurs if you cancel before you display the first report.</p> <p>To work around this issue, repeat your attempt to open the second report - the report that you were attempting to open after you cancelled the first report - after the error message appears. To do so, click the link in the error message to return to the previous page and open the report.</p>
Using the eMessage Report Package 8.0.0 with eMessage 8.1.0 can generate inaccurate bounce results.		<p>Reports in eMessage Reports Package 8.0.0 do not recognize bounce responses from landing pages, which are available only if you have installed or upgraded to eMessage 8.1.0 or higher.</p> <p>To ensure accurate bounce results if you have implemented landing pages, upgrade to eMessage Reports package 8.1.0 or higher.</p>

## Third-party software related issues

This section lists related issues in third-party software that affect the 8.5.0 release of the IBM Unica Campaign Reports Package.

Issue	ID	Description
Oracle version must be 10.2.0.4 or higher	DEF31388	<p>When the Campaign system tables are on Oracle, the database must be Oracle version 10.2.0.4 or higher for the Campaign reports to function correctly. In version 8.1.1, the Campaign Reports Package supports the following versions of Oracle:</p> <ul style="list-style-type: none"> <li>• 10.2.0.4</li> <li>• 11g</li> </ul> <p>If you are using version 10.2.0.4, run the following command within your database:</p> <pre>SQL&gt; alter system set "_optimizer_native_full_outer_join" = force scope=both;</pre>