HCLSoftware

Unica Interact V12.1.7 Administrator's Guide



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Chapter 1. Administer Unica Interact

When you administer Unica Interact you configure and maintain users and roles, data sources, and optional product features. You also monitor and maintain the design and runtime environments. Product-specific application programming interfaces (APIs) are available for you to use.

Administering Unica Interact consists of several tasks. These tasks can include, but are not limited to:

- Maintaining users and roles
- Maintaining data sources
- Configuring Unica Interact optional offer serving features
- · Monitoring and maintaining runtime environment performance

Before you start administering Unica Interact, there are some key concepts about how Unica Interact works that you can familiarize yourself with to make your tasks easier. The sections that follow describe the administrative tasks that are associated with Unica Interact.

The second part of the administration guide describes the APIs available with Unica Interact:

- Unica Interact API
- ExternalCallout API
- Learning API

Unica Interact key concepts

Unica Interact is an interactive engine that targets personalized marketing offers to various audiences.

This section describes some of the key concepts you should understand before you work with Unica Interact.

Audience levels

An audience level is a collection of identifiers that can be targeted by a campaign. You can define audience levels to target the correct set of audiences for your campaign.

For example, a set of campaigns can use the audience levels "Household," "Prospect," "Customer," and "Account." Each of these levels represents a certain view of the marketing data available for a campaign.

Audience levels are typically organized hierarchically. Using the examples above:

- Household is at the top of the hierarchy, and each household can contain multiple customers and one or more prospects.
- Customer is next in the hierarchy, and each customer can have multiple accounts.
- Account is at the bottom of the hierarchy.

Other, more complex examples of audience hierarchies exist in business-to-business environments, where audience levels can exist for businesses, companies, divisions, groups, individuals, accounts, and so on.

These audience levels can have different relationships with each other, for example one-to-one, many-to-one, or many-tomany. By defining audience levels, you allow these concepts to be represented within Unica Campaign so that users can manage the relationships among these different audiences for targeting purposes. For example, although there might be multiple prospects per household, you might want to limit mailings to one prospect per household.

Design Time environment

Use the design time environment to configure various Unica Interact components and deploy them to the runtime environment.

The design time environment is where you complete most of your Unica Interact configuration. In the design time environment, you define Interactive channels, interactive flowcharts, strategies and treatment rules, events and event patterns, interaction points, smart segments, and FlexOffers. After you configure these components, you deploy them to the runtime environment.

The design time environment is installed as a standalone Unica InteractDT application.

Event and event patterns

Event

An Event represents an occurred user activity that can trigger an action in runtime environment. Examples of an event can be visiting website, opening a checking account, calling customer service, etc.

Events are first created in Interactive Channels through Interact Design Time UI and then posted to Interact runtime environment by calling runtime API postEvent.

Event Patterns

An Event Pattern consists of series of events that occur in a particular way. Marketers can use event patterns to track and record pattern of customers' activities in real-time and act accordingly. A pattern starts with pattern state "condition-not-met". By posting events to Interact at selected stages of customers' activities, the pattern state is checked and updated. When all defined events for the pattern occur in the defined way, the pattern state is changed to "condition-met", and configured actions are triggered. Event patterns can be used in customer segmentations and offer arbitration logics.

Interact supports the following 11 types of event patterns.

- Match all
- Counter
- Weighted Counter
- Match all (time bound)
- Counter (time bound)
- Weighted counter (time bound)
- Sequence (time bound)
- Match all (rolling time)
- Counter (rolling time)
- Weighted counter (rolling time)
- Sequence (rolling time)

Match all: It is a pattern that fires (being set to "condition-met" state) when all composing events occur. For example, "Event A" and "Event B" and "Event C" must all occur, then pattern's condition is met. The sequence of event occurrence does not matter.

Counter: It is a pattern that fires if each composing event occur more than a predefined number of times. For example, "Event A" occurs >= 5 times and "Event B" occurs >= 5 times, then pattern's condition is met. The sequence of event occurrence does not matter.

Weighted counter: It is a pattern in that each composing event is weighted and the pattern fires when a cumulative sum is reached to a predefined number of times. For example, if a pattern consists of "Event A" with score 2 and "Event B" with score 5, and a total score is 10, then pattern's conditions is met when any of following situations occur.

- "Event A" occurs 5 times because 5x2=10
- "Event B" occurs 2 times because 2x5=10
- "Event A" occurs 3 times and "Event B" occurs 1 time because 3x2 + 1x5 = 11.

For patterns types of Match all, Counter and Weighted Counter, there are no time constraints for them. As long as events posted fall into defined Start and End date, they are evaluated for the pattern. If Start date is not defined, the pattern starts be effective immediately once deployed. If End date is not defined. pattern is effective forever. Marketers can use Pattern Reset feature to reset pattern state for these three types of patterns. In contrast, Time Bound patterns and Rolling Time patterns are time bounded patterns.

Sequence: It is a pattern similar to "Match all" pattern, but the sequence of event occurrences matters. The pattern fires when all composing events occur restrictively in a defined sequence. For example, "Event A" must occur before "Event B" and "Event B" must occur before "Event C", then the pattern's condition is met. The dependency cannot have a cyclic nature. In other words, eventA->eventB->eventA is not allowed. The "Event A" is a dependent event of "Event B", while the "Event B" is the depending event of "Event A". A time frame between a minimum and maximum duration can be optionally defined for a depending event, namely, only a depending event occurred in this time frame after its dependent event occurred is counted in the pattern's state evaluation. Both minimum and maximum duration are relevant duration from time when its dependent event occurrs. The both are optional. If none or either one is not specified, there is no time limit respectively. Only sequencing for qualifying events are supported, not for suspending (negative) events.

Rolling Time pattern: A rolling time pattern can be a "Match all", "Counter" or "Weighted counter" pattern, but all composing events must occur within a time window. At any time when a composing event is posted to Interact Runtime, Interact checks the occurrences of pattern's all composing events in the time window starting from the current time point. If event occurrences do not meet pattern definition, the pattern state stays as "condition-not-met". Otherwise, if all events are occurred within the time window, the pattern state is set to "condition-met" (may trigger actions if configured). After that, the pattern's state is continuously re-evaluated in same way as above and is repeated on rolling base

Time Bound Pattern: A time bound pattern can be a "Match all", "Counter" or "Weighted counter" pattern, but all composing events must occur within a time window. At any time when a composing event posted to Interact Runtime, Interact checks the occurrences of pattern's all composing events in the time window starting from current time point. If event occurrences do not meet pattern definition, the pattern state stays as "condition-not-met". Otherwise, if all events occur within the time window, the pattern state is set to "condition-met" (may trigger actions if configured). Now Interact checks another setting called "Extend true state for additional period of time" and keeps the pattern as "condition-met" state for the additional period

of time (no pattern evaluation in this period of time). When the additional time passes, pattern state is reset to "condition-notmet" and the evaluation starts another cycle. In other words, Time Bound Pattern allows pattern to pause for a certain time after condition-met. The setting "Extend true state for additional period of time" is only applicable to Time Bound pattern.

For example, P1 is a Time Bound pattern and P2 is a Rolling Time pattern. Both patterns consist of "Event A" and "Event B", and they must occur within 7 days. In run time, "Event A" occurred on Monday and "Event B" occurred on Saturday. When "Event B" occurred, the pattern state is changed to "condition-met" for both P1 and P2 because two events occurred within 7 days. Now for P1, if the setting "Extend true state for additional period of time" is 4 days, then P1 stays in "condition-met" state till Wednesday, and then all the occurrences of two events are cleared and the pattern starts from the scratch on Wednesday. On the contrary, the state of P2 is evaluated continuously after Saturday. If "Event B" happens on Tuesday, P1's state will become "condition-not-met" because "Event A" did not occur from the last Wednesday to this Tuesday.

Qualifying Event and Suspending Event: An event pattern is composed of series of events. The events that make the pattern's state change to "condition-met" is called Qualifying Events. While the events that make the pattern pausing for evaluation is called Suspending Events. For example, a pattern has two events, "open_bank_account", "ATM_activity" and "offer_credit_card", all must occurs in 2 months. If a customer has already applied and got bank's credit card at the time of 1 month from time opening account, marketers would not want bother the customer again by offering card. Therefore, marketers can define a suspending event "got_card" in the pattern which will pause the pattern for evaluation. The marketers can also use setting "Effective duration" to set if the pattern being suspended forever or just for a period of time.

Event Macro: Besides events that customers define, Interact also supports six event macros that can participate in pattern definition, as either Qualifying Events and Suspending Events. The following are the six macros.

- offerAccepted
- offerContacted
- offerRejected
- offerAcceptedInCategory
- offerContactedInCategory
- offerRejectedInCategory

offerAccepted, offerContacted or offerRejected for an offer can be served as an event in a pattern. offerAcceptedInCategory, offerContactedInCategory, or offerRejectedInCategory can have all offers that have similar attribute value as an event in a pattern.

Pattern in-activity: A pattern not only can be evaluated for "condition-met", but also "condition-not-met". Marketers can use this feature to track customers' in-activities. For example, a pattern has two events, "add_item_to_cart" and "checkout", all must occur in seven days. Marketers can add check point on 3rd day, if customer has not checked out the item yet, that is, pattern's state is "condition-not-met", then an action of "send_reminder_email" would be executed for the customer.

Event Category

Events or Event Patterns can be organized into categories for your convenience in the design environment. Event categories have no functional purpose in the runtime environment.

Actions

An Action can be triggered when an event occurs or when event pattern's conditions are met or not met. They are configured in Interact Design Time when you define events or event patterns.

Interact supports eight types of actions.

- Trigger re-segmentation: The runtime environment runs all or a selective subset of the interactive flowcharts for the current audience level that is associated with the interactive channel again, by using the current data in the visitor's session. This is useful to place the visitor into new segments after significant new data is changed to the runtime session object, such as new data from requests of the Unica Interact API (such as changing the audience) or customer actions (such as adding new items to a wish list or shopping cart). It is worth noting that excessive re-segmentation within a single visit can affect the performance of the touchpoint in a customer-visible way.
- Log offer contact: The runtime environment flags the recommended offers for the database service to log the offers to contact history. For web integrations, log the offer contact in the same call where you request offers to minimize the number of requests between the touchpoint and the runtime server. If the touchpoint does not specify the treatment code for the offer that Unica Interact presented to the visitor, the runtime environment logs the last list of recommended offers
- Log offer acceptance: The runtime environment flags the selected offer for the database service to log to response history.
- Log offer rejection: The runtime environment flags the selected offer for the database service to log to response history
- Trigger user expression: An expression action is an action where you can define the value of a session variable by using profile attributes, real-time attributes, together with Unica Interact macros, including functions, variables, and operators, including EXTERNALCALLOUT. You can assign the return value of the expression to any profile attribute
- Trigger events: You can use the Trigger Events action to trigger another one or multiple events upon source event occurs. This allow marketers have chained events.
- Suppress offers. Offer suppression can be triggered from events and event patterns. The suppression rules can be defined based on specific offers or a group of offers having the same attribute values. The difference of offer suppressing action and existing suppression rules are that the former can be triggered without relating to treatment rules.
- Qualify segments. User can specify which segment is enabled as result of an event or event pattern.

Besides invoking actions immediately when event occur or pattern condition is met, actions can also be invoked with a delay, either delayed after period of time or at scheduled date and time. This give marketers' control on executing actions at preferred times. Action delay is not applicable to 'Offer Suppression' and 'Qualifying Segments"

Interactive channels

Use interactive channels in Unica Interact to coordinate all the objects, data, and server resources that are involved in interactive marketing.

An interactive channel is a representation in Unica Interact of a touchpoint where the method of the interface is an interactive dialog. This software representation is used to coordinate all of the objects, data, and server resources that are involved in interactive marketing.

An interactive channel is a tool that you use to define interaction points and events. You can also access reports for an interactive channel from the Analysis tab of that interactive channel.

Interactive channels also contain production runtime and staging server assignments. You can create several interactive channels to organize your events and interaction points if you have only one set of production runtime and staging servers, or to divide your events and interaction points by customer-facing system.

You can extend an interactive channel, from an existing interactive channel, to reuse marketing objects. Currently, an interactive channel extends only existing Profile Tables, Events, Event Patterns, Gateways, and Gateway Groups.

Some features of interactive channels are as follows:

- An interactive channel uses all marketing objects defined in the parent interactive channels or grandparent interactive channels.
- The relationship is always a multi-level relationship and never a cyclic relationship.
- You can view and edit the marketing objects, defined in the parent interactive channel, from the same UI.
- The system deploys each interactive channel separately.
- If the deployment of the parent interactive channel occurs at run-time, the marketing objects of the parent interactive channel are considered.

Interactive flowcharts

Use interactive flowcharts to divide your customers into segments and assign a profile to a segment.

An interactive flowchart is related to but slightly different from a Unica Campaign batch flowchart. Interactive flowcharts perform the same major function as batch flowcharts: dividing your customers in to groups known as segments. For interactive flowcharts, however, the groups are smart segments. Unica Interact uses these interactive flowcharts to assign a profile to a segment when a behavioral event or system event indicates that a visitor re-segmentation is needed.

Interactive flowcharts contain a subset of the batch flowchart processes, and a few interactive flowchart-specific processes. The "Update" option is not available in Interactive flowcharts.



Note: Interactive flowcharts can be created in a Unica Campaign session only.



Note: For test run of interactive flowchart, it is recommended to use the server group rather than the Production Server group.



Note: DT_DELIM_XXX formats cannot be used with Interactive Session flowcharts.

Interaction points

An interaction point is a place in your touchpoint where you want to present an offer.

Interaction points contain default filler content in cases where the runtime environment does not have other eligible content to present. Interaction points can be organized into zones.

Offers

An offer represents a single marketing message, which can be delivered in various ways.

In Unica Campaign, you create offers that can be used in one or more campaigns.

Offers are reusable:

- In different campaigns
- At different points in time
- For different groups of people (cells)
- As different "versions" by varying the offer's parameterized fields

You assign offers to interaction points in the touchpoints that are presented to visitors.

Interact supports "DRAFT", "PUBLISHED" and "RETIRED" Centralized Offer Management states. Only "PUBLISHED" offers can be used and deployed in Interact. If any "PUBLISHED" offer in Interact, is redrafted or retired, the corresponding status "(redraft)/(retired)" is displayed with the offer.

Note: Each offer used in Interact must have an unique offer code. It is case insensitive. In addition, each offer attribute must have a unique name. It is case insensitive.

Target cell

A target cell is a group of homogeneous individuals, as defined by the audience level, such as individual customers or household accounts. For example, cells can be created for high-value customers, customers who prefer to shop on the web, accounts with on-time payments, customers who opted to receive email communications, or loyal repeat buyers. Each cell that you create can be treated differently and receive different offers or communications through different channels. Note, each cell must have unique cell code. It is case insensitive and is among all the cells used in Interact.

Profiles

A profile is the set of customer data that is used by the runtime environment. This data can be a subset of the customer data available in your customer database, data that is collected in real time, or a combination of the two.

The customer data is used for the following purposes:

• To assign a customer to one or more smart segments in real-time interaction scenarios.

You need a set of profile data for each audience level by which you want to segment. For example, if you are segmenting by location, you might include only the customer's postal code from all the address information you have.

- To personalize offers
- As attributes to track for learning

For example, you can configure Unica Interact to monitor the marital status of a visitor and how many visitors of each status accept a specific offer. The runtime environment can then use that information to refine offer selection.

This data is read-only for the runtime environment.

Runtime environment

The runtime environment connects to your touchpoint and performs interactions. The runtime environment can consist of one or many runtime servers that are connected to a touchpoint.

The runtime environment uses the information that is deployed from the design environment in combination with the Unica Interact API to present offers to your touchpoint.

Runtime sessions

A runtime session exists on the runtime server for each visitor to your touchpoint. This session holds all the data for the visitor that the runtime environment uses to assign visitors to segments and recommend offers.

You create a runtime session when you use the ${\tt startSession}\ call.$

Touchpoints

A touchpoint is an application or place where you can interact with a customer. A touchpoint can be a channel where the customer initiates the contact (an "inbound" interaction) or where you contact the customer (an "outbound" interaction).

Common examples are websites and call center applications. Using the Unica Interact API, you can integrate Unica Interact with your touchpoints to present offers to customers based on their action in the touchpoint. Touchpoints are also called client-facing systems (CFS).

Strategy and treatment rules

An Interactive channel can have multiple marketing strategies. A Strategy, key focal point of Interact application, consists of a set of treatment rules. Treatment rules are also called Smart rules in Interact after version 12.0. Treatment rules assign an offer to a smart segment. These assignments are further constrained by the custom-defined zone that you associate with the offer in the treatment rule.

For example, you have one set of offers that you assign to a smart segment in the "login" zone, but a different set of offers for the same segment in the "after purchase" zone.

Each treatment rule also has a marketing score. If a customer is assigned to more than one segment, and therefore more than one offer is applicable, the marketing scores help define the offer Interact suggests. Offer score can either have static number score called Marketer score or dynamic score, which is defined as an expression (also called Predicate in Interact) of profile or offer attributes. Interact Runtime uses this expression to calculate the offer score based on attributes values at

runtime. Offer Eligibility is the way to further determine if an offer is eligible or not even it is enabled. An offer is only eligible if it is falling into effective period (between Effective and Expiration date) and/or an expression is evaluated true at runtime. When Interact presents an offer to end users, instead of taking offer attributes' values from the offer, Interact has the capability to override offer attribute values, even with an expression calculated from profile data at Interact Run-time. Users can define Parametrized Offer Attributes for the offer in a treatment rule. The offers the runtime environment suggests can be influenced by a learning module, an offer suppression list, and global and individual offer assignments.

FlexOffers

An interactive channel can be configured to have multiple FlexOffer mappings in it. FlexOffers provide a simpler way to assign offers directly to the matched targeted customers. FlexOffers mapping can be created from an already created table or by importing a CSV file containing the required mapping data or by creating new Rules table.

Each mapping can have multiple rules and filters. Each rule can be used to assign offers based on various custom attributes. These assignments can be further constrained by the zones and cells associated with the offer in the rule. Further, a rule can be set to have any number of custom attribute associated with it.

Each rule also has a marketing score. If a customer is applicable for more than one offer, the marketing score helps to determine the offer that the Interact application suggests. The marketing score can have a static value or a dynamic value defined as an expression of offer attributes. This expression is then used to calculate the marketing score by the Interact runtime.

Offer eligibility is used to determine whether the offer is eligible or not even if the rule is enabled. An offer is eligible if it falls in the effective period (between effective and expiration date) and/or an expression is evaluated true at runtime. When Interact presents an offer to end users, instead of taking offer attributes' values from the offer, Interact has the capability to override offer attribute values, even with an expression calculated from profile data at Interact Run-time. Users can define Parametrized Offer Attributes for the offer in the FlexOffers rule. The offers the runtime environment suggests can be influenced by a learning module, an offer suppression list, and global and individual offer assignments.

Filters can be applied to the rules to get the required offers for the targeted customers. Each filter has conditions on the rule attributes. These conditions at runtime determine the set of offers shown to the customer. Any number of filters can be applied together on the rules to get the required offers.

For example, you can have multiple rules having different offers linked to attributes like location and total expense of a customer. You can create filters having conditions on these attributes. Depending on these conditions the offers are displayed for the customer at runtime.

The rules and filters are defined under the FlexOffers tab of an interactive channel.

Under the'FlexOffers' tab, you can create the mapping, copy to the required server group, create rules directly or import from a file, add new rules and criteria, edit or delete single or multiple rules and criteria, duplicate rules and create filters. For details, see the Interact User Guide.

FlexOffer mapping along with its rules and filters provide a solution to customize offers based on any number of custom attributes and retrieve these offers by applying different conditions on these attributes.

While retrieving offers from Interact runtime, the filters are applied as per below logic :

UACIEnableOfferMappingFilter: This parameter is defined along with the filter name at runtime during startSession or getOffers.The particular filter will be applied to get offers from FlexOffer mapping table.

UACIDisableOfferMappingFilter: This parameter is defined along with the filter name at runtime during startSession or getOffers.The particular filter will not be applied while getting offers from the table.

Apart from this, all the filters marked as default, if not disabled, will be applied to the table to get offers

Gateways

Interact supports for inbound and outbound gateways. However, all the configurations were done through property files, which are hard to manage and prone to errors.

An interactive channel can be configured to define multiple Gateway mappings in it.

You can create gateway mappings for the following.

- Journey Outbound
- Deliver Outbound
- Generic Outbound
- · Generic Inbound

For more details on the Journey Outbound, see the Unica Interact and Unica Journey integration on page 456 section.

For more details on the Deliver Outbound, see the Unica Interact and Unica Deliver integration on page 460 section.

Generic outbound: It can be used to define the mappings for the gateways, which are configured to use for outbound communication.

- Number of messages: It defines the number of messages that will be sent through gateway
- Priority: It defines the priority of the gateway, which is a numeric value. The combination of Name and Priority uniquely identifies the Gateway within the enclosing interactive channel. Gateway having minimum Priority value will be deployed to Interact runtime.
- Channel properties This is used to define the properties in key-value format which is needed for the gateway.
- Mapping This is used to define the mapping between the endpoint field and the Interact field.

Generic inbound: This can be used to define the mappings for the gateways which are configured to use for inbound communication.

- Priority: It defines the priority of the gateway, which is a numeric value. The combination of Name and Priority uniquely identifies the Gateway within the enclosing interactive channel. Gateway having minimum Priority value will be deployed to Interact runtime.
- Channel properties This is used to define the properties in key-value format which is needed for the gateway. These properties are passed as parameters to startSession API.
- Mapping This is used to define the parameter mapping between the Interact event and endpoint event. These properties are passed as parameters to postEvent API.

See the Configure gateways on page 463 section for more details on how to configure mappings for the Email, MobilePush and UBX gateway.

Implementation of Generic Inbound or Generic Outbound Gateway

Interact provides an out-of-the-box implementation for generic inbound and outbound gateways. Users can configure the channel properties and mapping using the generic outbound or inbound gateway and use these Interact implementations by creating gateways using InteractGateway template in Interact runtime triggeredMessage/activityOrchestration configuration.

Both implementations support Kafka as the communication channel between Interact and third party systems.

Generic Inbound Gateway implementation

To process the incoming message, Interact requires information in the form of configuration to map the incoming message fields with appropriate Interact properties. The UI configuration must define all mandatory properties that Interact requires in order to call Interact APIs: startSession, postEvent, and endSession. You can perform the configuration by navigating to "Interactive Channel" -> "Gateways" -> "Generic Inbound Gateway".

The following is a sample inbound message through Kafka channel. Kafka activity receiver mandates the **"gateway**" and **"message"** properties to identify the channel for processing. "message" contains the information sent to the inbound gateway for processing.

```
{
  "gateway": "GenericIn",
  "message":
{
    "ICName": "SB_InteractiveChannel",
    "audienceID": [
      {
        "n": "CustomerID",
        "v": "1",
        "t": "numeric"
      }
    ],
    "events": [
      {
        "event": "EP_contact",
        "parameters": [
          {
            "n": "UACIOfferTrackingCode",
            "v": "5.2.ffffffffe4699811.4fad551",
            "t": "string"
          }
        1
      }
    ],
    "parameters": [
      {
        "n": "country",
        "v": "INDIA",
        "t": "string"
      },
```

```
{
    "n": "UACILogSeparationFileName",
    "v": "log123",
    "t": "string"
    }
],
    "CH_debug": "true",
    "CH_sessionID": "session1"
  }
}
```

Inbound Gateway configuration

The configuration must provide a mapping of incoming message properties with startSession, postEvent, and endSession API parameters.

startSession properties

Interact requires the following information for startSession API.

- SessionId
- Interactive Channel Name
- Audience Level
- Audience ID
- Parameters
- Rely on existing Session
- Debug

Consider the following points.

• Interactive channel name must be provided by reserved property name "ICName". This is mandatory for all incoming messages. For example:

ICName: SB_InteractiveChannel

- Audience Level, Audience ID, and "Rely on existing session" are mapped from the "General" tab of Generic Inbound Gateway configuration.
- For Audience ID, users can configure any endpoint property to be mapped and processed from the incoming message. The value of the audience ID must follow the below predefined format.

 Mapping for Session ID and debug flags can be configured from the "Channel Properties" tab of the generic inbound. All properties defined in the Channel properties tab are additionally passed as startSession parameters, so users can access this tab to define start session parameters. Additionally, users can pass the startSession parameters under the reserved property name "parameters" as shown below.

```
"parameters": [
        {
            "n": "country",
            "v": "INDIA",
            "t": "string"
        },
        {
            "n": "UACILogSeparationFileName",
            "v": "log123",
            "t": "string"
        }
        }
```

postEvent properties

Event name and event parameters can be mapped from the "Mapping" tab in Generic inbound configuration.

All event parameter mappings are passed as event parameter for the postEvent API call. Additionally, users can optionally use the reserved property name "parameters" under "events" to define the event parameters as shown below.

endSession properties

End Session property is mapped from the "General" tab. Users can also override this configuration by providing a value to the reserved property "endSession" in the incoming message.

Inbound gateway reserved field names

The following are the reserved field names that system tries to look in the incoming message either when it is not able to find that through gateway configuration or when users want to override it.

The following are the reserved fields that the system look for in case it does not find the mapping in the gateway configuration.

- ICName
- parameters
- debug
- sessionId

The following are the fields for which users can override the configuration value by providing them in the incoming message.

- endSession
- relyOnExistingSession

Runtime configuration

Create a gateway using the Affinium|interact|activityOrchestrator|gateways|(InteractGateway) template. The name of the gateway must match the gateway name given for the Generic Inbound Gateway created from Interact design time. For receiving the incoming message, you must create a "Kafka" type of receiver from "Affinium|interact|activityOrchestrator| receivers" and add the required parameters for connecting to Kafka as a consumer.

Generic outbound gateway implementation

Outbound gateway configuration is used to identify the information required to be sent as a part of the outbound message. This out-of-the-box implementation for generic outbound gateway is specific to the Kafka gateways.

The following is a sample outbound message that is produced by the outbound gateway implementation:

```
{
  "Gateway": "GenericOut",
  "Channel": "testChannel",
  "ic": "SB_InteractiveChannel",
  "ProcessTime": 1609841939584,
  "audienceLevel": "Customer",
  "audienceID": [
    {
      "t": "numeric",
      "v": 1,
      "n": "CUSTOMERID"
   }
 ],
  "OfferName": "Offer1",
  "TreatmentCode": "0.2.6e0cce60.ffffffffff49103c0",
  "OfferCode": ["000000001"],
  "EP_expiration": "00/02/2012",
  "EP_Fulfillment Cost": "10",
  "EP_NAME": "Raphael Villareal",
  "EP_defaultField2": "12345",
  "EP_Field1": "InteractField1"
  }
```

Default fields

The following are the fields that are a part of each outbound message by default..

- Gateway
- Channel
- Interactive Channel
- Processing timestamp
- Audience Level
- Audience ID

- OfferName
- OfferCode
- TreatmentCode

Offer and profile attributes

The offer and profile properties required to be sent as part of the outbound message can be configured through "Mapping" tab. The values are validated for the size and date format, if configured. Similarly, the fields that are configured as mandatory are validated before the messages can be sent.

Endpoint fields with default values can be configured from the "Channel Properties" tab. All fields configured in this tab are sent as part of each outbound message.

Runtime configuration

Users must configure a gateway by navigating to Affinium|interact|triggeredMessage|gateways|InteractGateway". The name of this gateway must match the generic outbound gateway created from the user interface. The template requires the users to provide Kafka connection details for sending out the message.

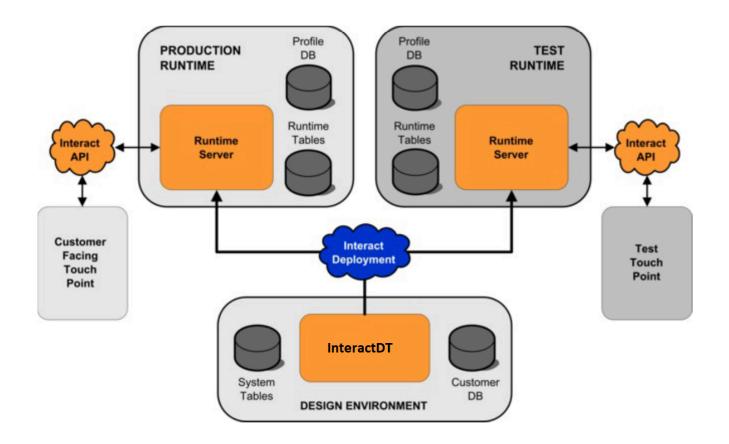
Contact Central integration with Gateway

Interact gateway is integrated with Unica Contact Central in order to control offers being sent to customers in their preferred contact channel and targetted time zone. During the creation of gateway users can select Contact Central integration behavior, such as "Discard when unavailable", "Always send", and "No integration" along with contact channel and preference (or time zone). For more details on how to configure Contact Central for gateway, see the Contact Central integration configurations on page 476 section.

Unica Interact architecture

The Unica Interact environment consists of at least two major components, design environment and the runtime environment. You may have optional testing runtime servers as well.

The following figure shows the high-level architecture overview.



The design environment is where you perform the majority of your Unica Interact configuration. The design environment is installed as Unica Interact Design Time (InteractDT) web application and references the Unica Campaign system tables and your customer databases. You use the design environment to define the interaction points and events you use with the API.

After you design and configure how you want the runtime environment to handle customer interactions, you deploy that data to either a staging server group for testing or a production runtime server group for real-time customer interaction.

The Unica Interact API provides the connection between your touchpoint and the runtime server. You reference objects (interaction points and events) created in the design environment with the Unica Interact API and use them to request information from the runtime server.

Unica Interact network considerations

A production installation of Unica Interact spans at least two machines. In a high-volume production environment, with several Unica Interact runtime servers and distributed databases, your installation might span dozens of machines.

For best performance, there are several network topology requirements to consider.

• If your implementation of the Unica Interact API starts and ends sessions in the same call, for example:

executeBatch(startSession, getOffers, postEvent, endSession)

you do not need to enable session persistence (sticky sessions) between the load balancer and the Unica Interact runtime servers. You can configure the Unica Interact runtime servers session management for local cache type.

• If your implementation of the Unica Interact API uses multiple calls to start and end sessions, for example:

```
startSession
. . .
executeBatch(getOffers, postEvent)
. . .
endSession
```

and you are using a load balancer for your Unica Interact runtime servers, you should enable some type of persistence for the load balancer (also known as sticky sessions). If that is not possible, or if you are not using a load balancer, configure the Unica Interact servers session management for a distributed cacheType. If you are using a distributed cache, all the Unica Interact runtime servers must be able to communicate via multicast. You may need to tune your network so that the communication between Unica Interact servers using the same multicast IP address and port does not impede system performance. A load balancer with sticky sessions has better performance than using a distributed cache.

- Distributed caching among multiple server groups is not supported.
- Keep your runtime environment Unica Interact servers, Unica Platform, load balancers, and touchpoint) in the same geographic location for best performance. Design time and runtime can be in different geographic locations, but expect a slow deployment.
- Have a fast network connection (at least 1Gb) between the Unica Interact production server group and its associated touchpoint.
- Design time requires http or https access to runtime to complete deployment tasks. Any firewalls or other network applications must be configured to allow deployment. You may need to extend the HTTP timeout lengths between the design environment and the runtime environments if you have large deployments.
- The contact and response history module requires access to the design time database (Unica Campaign system tables) and access to the runtime database Unica Interact runtime tables). You must configure your databases and network appropriately for this data transfer to occur.

In a testing or staging installation, you can install Unica Interact design time and runtime on the same machine. This scenario is not recommended for a production environment.

Unica Interact server ports and network security

Configure Unica Interact t to secure your server ports.

Unica Interact runtime ports

Some of these ports can be closed, or are not required by all Unica Interact installations, depending on your configuration.

Unica Interact application server port for HTTP

The default port where Unica Interact requests are handled.

Unica Interact application server port for HTTPS

The default SSL port where Unica Interact requests are handled.

Unica Interact systemTablesDataSource port

See the datasource's JDBC configuration in Unica Platform.

Unica Interact learningTablesDataSource port

See the datasource's JDBC configuration in Unica Platform.

Unica Interact contactAndResponseHistoryDataSource port

See the datasource's JDBC configuration in Unica Platform.

Unica Interact prodUserDataSource port

See the datasource's JDBC configuration in Unica Platform.

Unica Interact testRunDataSource port

See the datasource's JDBC configuration in Unica Platform.

ETL communication port

Configure this port in Unica Interact | ETL | patternStateETL | communicationPort in the configuration properties.

EHCache multicast port

Configure this port in Unica Interact | cacheManagement | Cache | Managers | EHCache | Parameter Data | multicastPort in configuration properties when cache mode is distributed.

Unica Interact JMX Monitoring port

Configure this port in Unica Interact | monitoring | port under configuration properties or run

-Dinteract.jmx.monitoring.port=portNumber.

Unica Interact WebConnector port

This port is usually the same as the Unica Interact server port, but it is modifiable in jsconnector.xml.

For the ports for any Unica Interact integrated products, see the documentation for those products.

JMX monitoring is not required for typical Unica Interact functionality. However, it is used for diagnostics and monitoring.

JMX port access can be disabled in the Unica Interact configuration or limited to specific IP address through firewall configurations. This is recommended due to the JMX vulnerability recently found in the third party Apache Commons Library.

The JMX remoting functionality in Apache Geronimo 3.x before 3.0.1, as used in IBM WebSphere Application Server (WAS) Community Edition 3.0.0.3 and other products, does not properly implement the RMI classloader, which allows remote attackers to execute arbitrary code by using the JMX connector to send a crafted serialized object.

Unica Interact design ports

Some of these ports can be closed, or are not required by all Unica Interact installations, depending on your configuration.

Unica Campaign application server port for HTTP

The default port where Unica Interact requests are handled.

Unica Campaign application server port for HTTPS

The default SSL port where Unica Interact requests are handled.

Unica Campaign listener port

The port that Unica Campaign uses internally to accept connections from the web client.

Other Unica Campaign design ports

See the Campaign documentation for more information on these ports.

Unica Campaign JMX Connector port

Configure this port in **Unica Campaign** | **monitoring** | **port** in configuration properties for contact response history monitorying only.

Unica Campaign operational monitoring server port

Configure this port in Unica Campaign | monitoring | serverURL in configuration properties.

Logging in Interact

Design time

Interact uses the framework and mechanism provided by Campaign. See the Campaign documentation for details.

Run time

Basic logging

Logging is performed using Apache Log4j2. The configuration is done through a standard Log4j2 configuration file, which is provided through the Platform configuration setting Affinium Interact |general:log4jConfig. The value can either be an absolute or a relative path to that file. If it is a relative path, it is relative to the value of environment variable \$INTERACT_HOME.

Some commonly used customization of the default logging behavior is included in the following configuration file \$INTERACT_HOME/conf/interact_log4j2.xml.

- Changing the logging level of a particular area in Interact.
- Enabling asynchronous logging.
- Applying their own logging levels at different outputs.

Centralized logging

Interact also provides a method for centralizing logs from all instances in a same server group, which is enabled through the Platform configuration Affinium Interact general centralizedLogger:enabled. When enabled, all logs are persisted into table UACI_Log in the runtime database. This persistence is performed in batches and the threshold can be adjusted based on time and the pending logs using the configuration settings maxDelayInSec and maxBatchSize, respectively, in the same category.

Session specific logging

In addition, Interact can optionally print the logs associated to a specific session into a separate file. This is enabled per session on basis of an API parameter UACILOgSeparationFileName, with its value being the full path of the output file. If this target file already exists, new logs will be appended.

Chapter 2. Security management

Access to the Unica Interact runtime User Interface requires authentication. Only the Login IDs defined in Unica Platform and having Unica Interact admin role can access the pages.

Authenticate the Unica Interact JSP pages

About this task

The Platform or LDAP users having InteractAdminRole or InteractUserRole can log in to Interact Runtime Interface. The username and password must be created using the Unica Platform or LDAP configuration. You will get logged out on closing the browser or tab. Your username gets disabled if you attempt to login three times with wrong credentials. On the username being disabled you must activate with Unica Platform admin. This authentication is valid only for JSP pages.

Chapter 3. Configuring users

Unica Interact requires you to configure two sets of users, runtime environment users and design environment users.

- Runtime users are created in the Unica Platform configured to work with the runtime servers.
- **Design time users** are Unica Campaign users. Configure the security for the various members of your design team as for Unica Campaign.

Configuring the runtime environment user

After you install Unica Interact, you must configure at least one Unica Interact user, the runtime environment user. Runtime users are created in Unica Platform.

About this task

The runtime environment user provides access to the runtime tables. The runtime environment user is the user name and password you use to deploy interactive channels. The runtime server uses the web application server JDBC authentication for the database credentials. You do not have to add any runtime environment data sources to the runtime environment user.

An LDAP user and any Platform user can deploy an Interactive channel. The InteractAdminRole is not required to deploy the Interactive channel.

When you create runtime users:

- If you have separate Unica Platform instances for each runtime server, you must create the same user and password on each. All runtime servers that belong to the same server group must share user credentials.
- If you use the database load utility, you must define the runtime tables as a data source with login credentials for the runtime environment in your configuration properties under Interact > general > systemTablesDataSource.
- If you enable security for JMX monitoring with the JMXMP protocol, you might need a separate user for JMX monitoring security.

See the Unica Platform documentation for the steps to create the runtime users.

Interact Runtime supports roles and permissions to control user access to objects and features in Interact Runtime. These roles and permissions can be configured in Platform.

The following are the Interact runtime permissions applicable for default Global Policy and new policies.

Category	Permissions	Description
Interact	View Interact Runtime Status	Checks initialization status, view con- figuration validation and About Page.
Interact	Run Interact Runtime APIs	Runs Interact Runtime APIs.
Interact	View Interact Admin Links	Views other Admin page links like JMX Sweep, Manager Configuration

Category	Permissions	Description
		Sweep, Offer Constraint, and Event
		pattern states.

Configuring design environment users

Create Interact Design environment users by assigning the InteractDT roles and permissions.

About this task

Some design environment users also require some Unica Campaign permissions such as Custom Macros.

When you create design environment users, note the following points:

- If you have any users who have permission to edit interactive flowcharts, give them access to the test run tables data source.
- If you installed and configured Unica Interact, the following extra options are available for the default Global Policy and new policies.

Category	Permissions
Interactive Channels	 View Campaign Interaction Strategies - Ability to see but not edit interaction strategy tabs in a campaign.
	 Edit Campaign Interaction Strategies - Ability to make changes to interaction strategy tabs, including treatment rules.
	Delete Campaign Interaction Strategies - Ability to remove interaction strategy tabs from campaigns. Deletion of an interaction strategy tab is restricted if the
	 interaction strategy has been included in an interactive channel deployment. Add Campaign Interaction Strategies - Ability to create new interaction strategy tabs in a campaign.
	Initiate® Campaign Interaction Strategy Deployments - Ability to mark an interaction strategy tab for deployment or undeployment.
	 Deploy Interactive Channels - Ability to deploy an interactive channel to Unica Interact runtime environments.
	 Edit Interactive Channels - Ability to make changes to the summary tab of interactive channels.
	• Delete Interactive Channels - Ability to remove interactive channels. Deletion of interactive channels is restricted if the interactive channel has been deployed.
	View Interactive Channels - Ability to see but not edit interactive channels.
	 Add Interactive Channels - Ability to create new interactive channels.
	 View Interactive Channel Reports - Ability to see the analysis tab of the interactive channel.

Category	Permissions	
	Add Interactive Channel Child Objects - Ability to add interaction points, zones,	
	events, and categories.	
	Add Interaction Points/Zones - Ability to add/edit/delete Interaction Points and	
	Zones available under the Interactive channel 'Interaction points'.	
	Add Events/Patterns - Ability to add/edit/delete Events/Patterns available under	
	the Interactive channel 'Events' Tab.	
	 Add Offer Constraints - Abillity to add/edit/delete Offer Constraints available under the Interactive channel 'Constraints'. 	
	Add Self Learning Model - Ability to add/edit/delete Self Learning model	
	available under the Interactive channel 'Self Learning'.	
	Add Triggered Messages - Ability to add/edit/save/delete Triggered Messages	
	available under the Interactive channel 'Triggered Messages' tab.	
	Add Simulator Scenarios - Ability to add/edit/run/delete Simulator scenarios	
	present under The Interactive Channel 'Simulator' tab.	
	 View Offer Mapping - Ability to view existing offer mappings. 	
	• Edit Offer Mapping - Ability to add/edit/delete offer mappings.	
	Initiate Offer Mapping Deployment - Ability to mark offer mapping for	
	deployment.	
Sessions	View Interactive Flowcharts - Ability to see an interactive flowchart in a session.	
	 Add Interactive Flowcharts - Ability to create new interactive flowcharts in a session. 	
	• Edit Interactive Flowcharts - Ability to make changes to interactive flowcharts.	
	Delete Interactive Flowcharts - Ability to remove interactive flowcharts. Deletion	
	of interactive flowcharts is restricted if the interactive channel to which this	
	interactive flowchart is assigned has been deployed.	
	Copy Interactive Flowcharts - Ability to copy interactive flowcharts.	
	 Test Run Interactive Flowcharts - Ability to initiate a test run of an interactive flowchart. 	
	Review Interactive Flowcharts - Ability to see an interactive flowchart and open	
	processes to view settings, but unable to make changes.	
	 Deploy Interactive Flowcharts - Ability to mark an interactive flowcharts for deployment or undeployment. 	
Global Learning	View Bin Definitions - Ability to view bin definitions available under Global Learning.	
	 Add Bin definitions - Ability to add/edit/delete Bin Definitions available under Global Learning. 	

Category	Permissions
Global Definitions	 View Real time attributes - Ability to view real time attributes under Global Definition.
	 Add Real time attributes - Ability to add/edit/modify real time attributes available under Global Definition.

Example design environment permissions

This example lists the permissions that are granted to two different roles, one for users who create interactive flowcharts, and one for users who define interaction strategies.

Interactive flowchart role

This table shows the permissions that are given to the interactive flowchart role:

Category	Permission
Custom Macro	The user role has these permissions:
	Add Custom Macros
	Edit Custom Macros
	Use Custom Macros
Derived Field	The user role has these permissions:
	Add Derived Fields
	Edit Derived Fields
	Use Derived Fields
Flowchart Template	The user role has these permissions:
	Paste Templates
Segment Template	The user role has these permissions:
	Add Segments
	Edit Segments
Session	The user role has these permissions:
	View Session Summary
	 View Interactive Flowcharts
	Add Interactive Flowcharts
	Edit Interactive Flowcharts
	Copy Interactive Flowcharts
	Test Run Interactive Flowcharts
	Deploy Interactive Flowcharts

Interaction strategy role

This table shows the permissions that are given to the interaction strategy role:

Category	Permission
Interactive Channel	The user role has these permissions:
	 View Campaign Summary Manage Campaign Target Cells View Campaign Interaction Strategies Edit Campaign Interaction Strategies Add Campaign Interaction Strategies Initiate® Campaign Interaction Strategy Deployments
Offer	The user role has these permissions:
	View Offer Summary
Segment Template	The user role has these permissions:
	View Segment Summary
Session	The user role has these permissions:
	Review Interactive Flowcharts

Chapter 4. Managing Unica Interact data sources

Unica Interact requires several data sources to function properly. Some data sources contain the information Unica Interact requires to function, other data sources contain your data.

The following sections describe the Unica Interact data sources including information you need to configure them correctly, and some suggestions for maintaining them.

Unica Interact data sources

Unica Interact requires several sets of data to function. The sets of data are stored and retrieved from data sources, and the data sources you set up depend on the Unica Interact features you are enabling.

- Unica Campaign system tables. Beyond all the data for Unica Campaign, the Unica Campaign system tables contain data for Unica Interact components that you create in the design environment, such as treatment rules and interactive channels. The design environment and the Unica Campaign system tables use the same physical database and schema.
- **Runtime tables**(systemTablesDataSource). This data source contains the deployment data from the design environment, staging tables for contact and response history, and runtime statistics.
- **Profile tables** (prodUserDataSource). This data source contains any customer data, beyond information that is gathered in real time, that is required by interactive flowcharts to properly place visitors into smart segments. If you are relying entirely on real-time data, you do not need profile tables. If you are using profile tables, you must have at least one profile table per audience level that is used by the interactive channel.

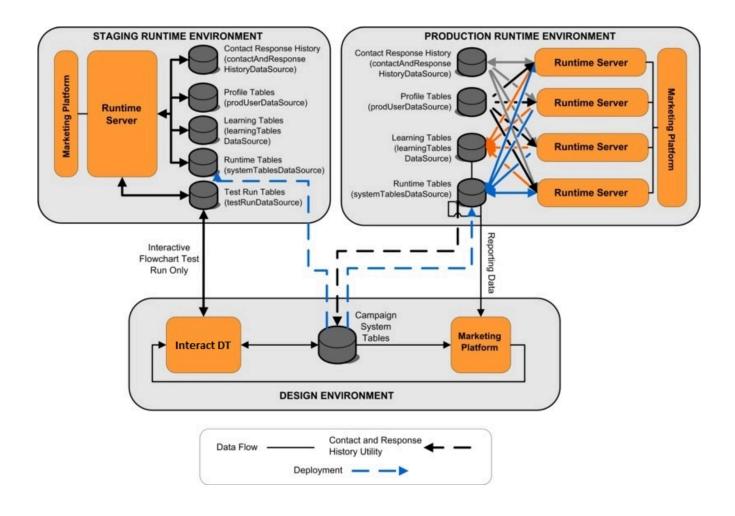
The profile tables can also contain the tables that are used for augmenting offer serving, including tables for offer suppression, score override, and global and individual offer assignment.

- Test run tables (testRunDataSource). This data source contains a sample of all data that is required by interactive flowcharts to place visitors into smart segments, including data that mimics what is gathered in real time during an interaction. These tables are required for the server group that is designated as the test run server group for the design environment only.
- Learning tables (learningTablesDataSource). This data source contains all data that is gathered by the built-in learning utility. These tables can include a table that defines dynamic attributes. If you are not using learning or are using an external learning utility that you create, you do not need learning tables.
- Contact and response history for cross-session response (contactAndResponseHistoryDataSource). This data source contains either the Unica Campaign contact history tables or a copy of them. If you are not using the cross-session response feature, you do not need to configure these contact history tables.

Databases and the applications

The data sources that you create for use by Unica Interact might also be used to exchange or share data with other Unica applications.

The following diagram shows Unica Interact data sources and how they relate to Unica applications.



- Both Unica InteractDT and the test run server group access the test run tables.
- The test run tables are used for interactive flowchart test runs only.
- When you are using a runtime server to test a deployment, including the Unica Interact API, the runtime server uses the profile tables for data.
- If you configure the contact and response history module, the module uses a background Extract, Transform, Load (ETL) process to move data from the runtime staging tables to the Unica Campaign contact and response history tables.
- The reporting function queries data from the learning tables, runtime tables, and the Unica Campaign system tables to display reports in Unica InteractDT.

You should configure the testing runtime environments to use a different set of tables than your production runtime environments. With separate tables between staging and production, you can keep your testing results separate from your actual results. Note that the contact and response history module always inserts data into the actual Unica Campaign contact and response history tables (Unica Campaign has no testing contact and response history tables). If you have separate learning tables for the testing runtime environment, and you want to see the results in reports, you need a separate instance of IBM® Cognos® BI running the learning reports for the testing environment.

Unica Campaign system tables

When you install the Unica Interact design environment, you also create new, Unica Interact-specific tables in the Unica Campaign system tables. The tables that you create depend on the Unica Interact features you are enabling.

If you enable the contact and response history module, the module copies contact and response history from staging tables in the runtime tables to the contact and response history tables in the Unica Campaign system tables. The default tables are UA_ContactHistory, UA_DtlContactHist, and UA_ResponseHistory, but the contact and response history module uses whichever tables are mapped in Unica Campaign for the contact and response history tables.

If you use the global offers tables and the score override tables to assign offers, you may need to populate the UACI_ICBatchOffers table in the Unica Campaign system tables if you are using offers not contained in the treatment rules for the Interactive Channel.

Runtime tables

If you have more than one audience level, you must create staging tables for the contact and response history data for each audience level.

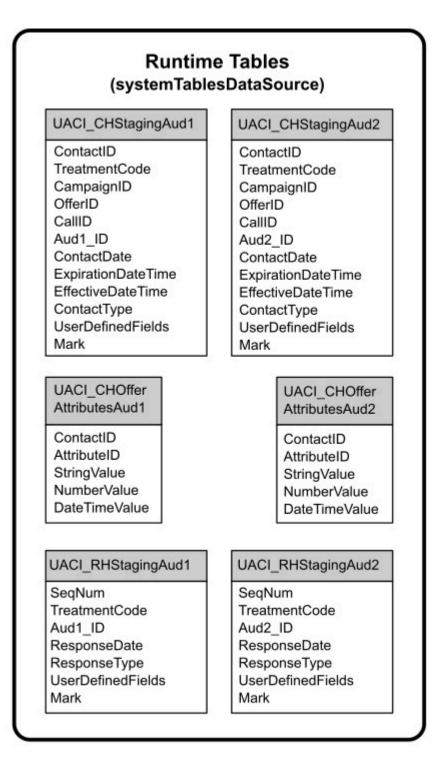
The SQL scripts create the following tables for the default audience level:

- UACI_CHStaging
- UACI_CHOfferAttrib
- UACI_RHStaging

You must create copies of these three tables for each of your audience levels in the runtime tables.

If your Unica Campaign contact and response history tables have user defined fields, you must create the same field names and types in the UACI_CHStaging and UACI_RHStaging tables. You can populate these fields during runtime by creating namevalue pairs of the same name in session data. For example, your contact and response history tables contain the field catalogID. You must add the catalogID field to both the UACI_CHStaging and UACI_RHStaging tables. Later, the Unica Interact API populates this field by defining an event parameter as a name-value pair named catalogID. Session data can be supplied by the profile table, temporal data, learning, or the Unica Interact API.

The following diagram shows sample tables for the audiences Aud1 and Aud2. This diagram does not include all tables in the runtime database.



All fields in the tables are required. You can modify the CustomerID and the UserDefinedFields to match your Unica Campaign contact and response history tables.

Test run tables

The test run tables are used for test runs of interactive flowcharts only. Test runs of interactive flowcharts should test your segmentation logic. You only need to configure one test run database for your Unica Interact installation. The test run tables do not need to be in a stand-alone database. You could, for example, use your customer data tables for Unica Campaign.

The database user associated with the test run tables must have CREATE privileges to add the test run result tables.

The test run database must contain all tables mapped in the interactive channel.

These tables should contain data to run scenarios you want to test in your interactive flowcharts. For example, if your interactive flowcharts have logic to sort people into segments based on the choice selected in a voice mail system, you should have at least one row for every possible selection. If you are creating an interaction that works with a form on your web site, you should include rows representing missing or malformed data, for example, use <code>name@domaincom</code> for the value of an email address.

Each test run table must contain at least a list of IDs for the appropriate audience level, and a column representing the real time data you expect to use. Since test runs do not have access to real time data, you must supply sample data for every piece of expected real time data. For example, if you want to use data you can collect in real time, such as the name of the last web page visited, stored in the attribute lastPageVisited, or the number of items in a shopping cart, stored in the attribute shoppingCartItemCount, you must create columns with the same names, and populate the columns with sample data. This allows you to test run the branches of your flowchart logic that are behavioral or contextual in nature.

Test runs of interactive flowcharts are not optimized for working with large sets of data. You can limit the number of rows used for the test run in the Interaction process. However, this always results in the first set of rows being selected. To ensure that different sets of rows are selected, use different views of the test run tables.

To test the throughput performance of interactive flowcharts in runtime, you must create a test runtime environment, including a profile table for the testing environment.

In practice, you may require three sets of tables for testing, a test run table for test runs of interactive flowcharts, test profile tables for the testing server group, which must not be the production server group, but a set of production profile tables

Overriding the default data types used for dynamically created tables

The Interact runtime environment dynamically creates tables under two scenarios: during a test run of a flowchart and during the running of a Snapshot process that writes to a table that doesn't already exist. To create these tables, Interact relies on hardcoded data types for each supported database type.

You can override the default data types by creating a table of alternate data types, named UACI_Column_types, in the testRunDataSource or prodUserDataSource. This additional table allows Interact to accommodate rare cases that aren't covered by the hardcoded data types.

When the uACI_Column_types table is defined, Interact uses the metadata for the columns as the data types to be used for any table generation. If the uACI_Column_types table is not defined, or if there are any exceptions encountered while trying to read the table, the default data types are used.

At startup, the runtime system first checks the testRunDataSource for the UACI_Column_types table. If the UACI_Column_types table does not exist in the testRunDataSource, or if the prodUserDataSource is of a different database type, Interact then checks the prodUserDataSource for the table.

Overriding the default data types

Use this procedure to override the default data types for dynamically created tables.

About this task

You must restart the runtime server whenever you change the UACI_Column_types table. Plan to make your changes so that restarting the server has minimal affect on operations.

1. Create a table in the TestRunDataSource or ProdUserDataSource with the following properties:

Table Name: UACI_Column_types

Column Names:

- UACI_Float
- UACI_Number
- UACI_String

Use the appropriate data type supported by your database to define each column.

2. Restart the runtime server to allow Interact to recognize the new table.

Default data types for dynamically created tables

For each supported database that the Unica Interact runtime system uses, there are hardcoded data types used by default for float, number, date/time, and string columns.

Database	Default data types
DB2®	• float
	• bigint
	• timestamp
	• varchar
Oracle	• float
	• number(19)
	• timestamp
	• varchar2
SQL Server	• float
	• bigint
	• datetime
	• nvarchar

Table 1. Default data types for dynamically-created tables

Profile database

The contents of the profile database depend entirely on the data you need for configuring your interactive flowcharts and Unica Interact API. Unica Interact requires or recommends that each database contain certain tables or data.

The profile database must contain the following:

• All tables mapped in the interactive channel.

These tables must contain all the data required for running your interactive flowcharts in production. These tables should be flattened, streamlined, and properly indexed. As there is a performance cost to access dimensional data, you should use a denormalized schema whenever possible. At a minimum, you should index the profile table on the audience level ID fields. If there are other fields retrieved from dimensional tables, these should be indexed appropriately to reduce database fetch time. The Audience IDs for the profile tables must match the Audience IDs defined in Unica Campaign.

• If you set the enableScoreOverrideLookup configuration property to true, you must include a score override table for at least one audience level. You define the score override table names with the scoreOverrideTable property.

The score override table can contain individual customer-to-offer pairings. You can create a sample score override table, <u>uACI_ScoreOverride</u> by running the <u>aci_usrtab</u> SQL script against your profile database. You should also index this table on the Audience ID column.

If you set the enableScoreOverrideLookup property to false, you do not need to include a score override table.

• If you set the enableDefaultOfferLookup configuration property to true, you must include the global offers table (UACI_DefaultOffers). You can create the global offers table by running the aci_usrtab SQL script against your profile database.

The global offers table can contain audience-to-offer pairings.

• If you set the enableOfferSuppressionLookup property to true, you must include an offer suppression table for at least one audience level. You define the offer suppression table names with the offerSuppressionTable property.

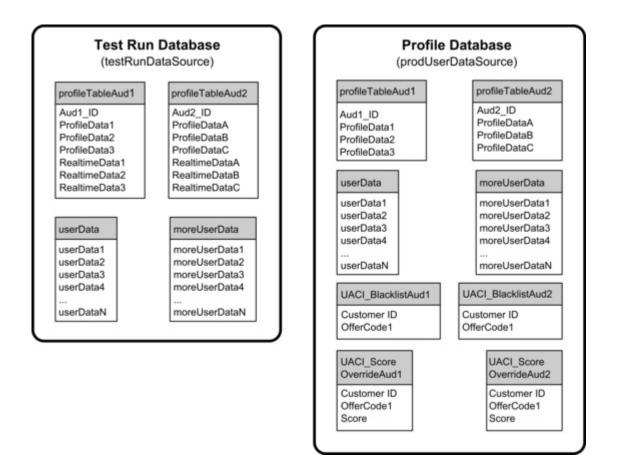
The offer suppression table can contain a row for each offer suppressed for an audience member, although an entry is not required for all audience members. You can create a sample offer suppression table, UACI_BlackList by running the aci_usrtab SQL script against your profile database.

If you set the enableofferSuppressionLookup property to false, you do not need to include an offer suppression table.

A large amount of data in any of these tables may impede performance. For best results, put appropriate indexes on the audience level columns for tables used at runtime that have large amounts of data.

All configuration properties referenced above are in the Interact > profile or the Interact > profile > Audience Levels > *AudienceLevel* category. The aci_usrtab SQL script is located in the adl directory in your runtime environment installation directory.

The following diagram shows example tables for the test run and profile databases for the audience levels Aud1 and Aud2.



Learning tables

If you are using Unica Interact built-in learning, you must configure the learning tables. These tables contain all the data the built-in learning feature learns on.

If you are using dynamic learning attributes, you must populate the UACI_AttributeList table.

Learning involves writing to intermediate staging tables and aggregating information from staging tables to learning tables. The insertRawStatsIntervalInMinutes and aggregateStatsIntervalInMinutes configuration properties in the Interact > offerserving > Built-in Learning Config Category determine how often the learning tables get populated.

The insertRawStatsIntervalInMinutes attribute determines how often the accept and contact information for each customer and offer is moved from memory to the staging tables, UACI_OfferStatsTx and UACI_OfferTxAll. The information stored in the staging tables is aggregated and moved to UACI_OfferStats and UACI_OfferStatsAll tables at regular intervals determined by the aggregateStatsIntervalInMinutes configuration property.

Unica Interact built-in learning uses this data to calculate final scores for offers.

Contact history for cross-session response tracking

If you enable the cross-session response feature, the runtime environment needs read-only access to the Unica Campaign contact history tables. You can configure the runtime environment to view the Unica Campaign system tables, or you can create a copy of the Unica Campaign contact history tables. If you create a copy of the tables, you must manage the process of keeping the copy up to date. The contact and response history module will not update the copy of the contact history tables.

You must run the aci_crhtab SQL script against these contact history tables to add tables required for the cross-session response tracking feature.

Running database scripts to enable Unica Interact features

To use the optional features that are available in Unica Interact, run database scripts against the database to create tables or update existing tables.

Your Interact installation, both the design time environment and runtime environment, includes feature ddl scripts. The ddl scripts add required columns to your tables.

To enable any one of the optional features, run the appropriate script against the database or table which is indicated.

dbType is the database type, such as sqlsvr for Microsoft[™] SQL Server, ora for Oracle, db2 for DB2®, and MariaDB for MariaDB database.

Use the following table to run database scripts against the database to create tables or update existing tables:

Feature Name	Feature Script	Run Against	Change
	reature Script	Ruil Agailist	Change
Global offers, offer	aci_usrtab_ <i>dbType</i> .sql in	Your profile database	Creates the
suppression, and score	Interact_Home\ddl\acifeat	(userProdDataSource)	UACI_DefaultOffers,
override	ures\ (Runtime environment		UACI_BlackList, and
	installation directory)		UACI_ScoreOverride tables.
Scoring	aci_scoringfeature_dbType.sql in	Score override tables in	Adds the LikelihoodScore
	Interact_Home\ddl\acifeat	your profile database	and AdjExploreScore
	ures\ (Runtime environment	(userProdDataSource)	columns.
	installation directory)		
Learning	aci_lrnfeature_dbType.sql in	Unica Campaign database	Adds the columns
	InteractDT_Home\ddl\acife	that contains your contact	RTSelectionMethod,
	atures \ (Design time	history tables	RTLearningMode, and
	environment installation directory)		RTLearningModelID to the
			UA_DtlContactHist table.
			Also adds the columns

Table 2. Database scripts

Table 2. Database scripts

Feature Name	Feature Script	Run Against	Change
			RTLearningMode and
			RTLearningModelID to the
			UA_ResponseHistory table
			This script is also required
			by the reporting features
			provided by the optional
			Reports Pack.

About Cross Session Contact Tracking

A contact event is posted to Interact after an offer is presented to an end user. Currently, it is assumed that the end user acts as soon as the offer is presented. Thus, the contact event must be posted within the same Interact session as the getOffers API request that returns the original offer. However, there are many scenarios where contact events occur in a different session.

Since, posting a contact event requires the session data and personalized offer attributes, the required data must be kept in the system after getOffers. Due to the limitation of storage, cross session contact events can be handled only within a limited period of time after getOffers.

How does Cross Session Contact works?

- When a contact event is posted without a treatment code or an offer code, all the treatments returned in the previous getOffers invocation are logged and are always stored in the current session object. Interact searches for the matching treatment amongst the available treatments returned in the previous getOffers invocation.
- If no treatment is found in the session object and cross session contact tracking is enabled, Interact searches and loads the matching treatment in the configured data store.
- If no contact type is specified or the specified contact type is defined as a true contact event, this event is sent to the learning engine and the offer suppression rules are updated, if applicable.
- An error is returned, when no treatment is found.

Database and schema change

The following table is added in the runtime database. It contains the personalized treatments delivered to the customers through the getOffers API calls or outbound calls. This table is required for each audience level.

Table 3. UACI Treatment.

Column	DataType	Description
SeqNum	number	The internal ID of this treatment.

Table 3. UACI Treatment. (continued)

Column	DataType	Description
TreatmentCode	varchar	The treatment code of this personalized treatment.
OfferID	number	The ID of the offer from where this treatment is derived.
OfferCode	varchar	The code of the offer from where this treatment is derived. If the offer code has multiple parts, all parts are concatenated into a single comma separated string. If the total length of offer codes are long, the size of this column may require to be increased.
PresentDate	timestamp	The timestamp when this personalized treatment was delivered.
IPName	varchar	The name of the interaction point created for this treatment. If there is no associated interaction point, such as few triggered message cases, the value of this field is null.
CustomerID	number	The audience ID, when the audience level is "Customer". If the audience level is not "Customer", this column must be replaced with the corresponding audience ID fields.
Contacted	number	This specifies whether a contact event is posted to this treatment. If this treatment is contacted, it returns a value '1' and if not contacted, it returns a different value.
Details	varchar	This specifies the information associated to this personalized treatment, such as the session parameters and profile attributes required for the corresponding CH/RH staging tables and the personalized offer attributes.

Table 3. UACI Treatment. (continued)

Column	DataType	Description
OrigAudience	varchar	This specifies information about the
		details of the Original Audience.

About contact and response history tracking

You can configure runtime environment to record contact and response history in the Unica Campaign contact and response history tables. The runtime servers store contact and response history in staging tables. The contact and response history module copies this data from the staging tables to Unica Campaign contact and response history tables.

The contact and response history module functions only if you set the Campaign > partitions > partition1 > Interact > interactInstalled and contactAndResponseHistTracking > isEnabled properties on the Configuration page for the design environment to yes.

If you are using the cross-session response tracking module, the contact and response history module is a separate entity.

Contact and response types

You can record one contact type and two response types with Unica Interact. You can also record more custom response types with the postEvent method.

contactAndResponseHistTracking table properties

This table lists the properties that are found in the contactAndResponseHistTracking category:

Event	Contact/response type	Configuration Property
Log Offer Contact	Contact	contacted
Log Offer Acceptance	Response	accept
Log Offer Rejection	Response	reject

UA_UsrResponseType table properties

Ensure the CountsAsResponse column of the UA_USTRESPONSETYPE table in the Unica Campaign system tables is configured properly. All of these response types must exist in the UA_USTRESPONSETYPE table.

To be a valid entry in the UA_USTRESPONSETYPE table, you must define a value for all the columns in the table, including CountsAsResponse. Valid values for CountsAsResponse are:

- 0 no response
- 1 a response
- 2 a reject
- •

These responses are used for reporting.

Additional Contact types

In Interact, you can use the postEvent method in the Interact API to trigger a contact event. You can also augment the system to allow the postEvent call to record additional custom contact types. All of these contact types must exist in the UA_ContactStatus table in the Campaign system tables. Using specific event parameters to the postEvent method, you can record additional contact types and define whether it is true contact or not. To log additional contact types, you must add the following event parameters:

UACIContactStatusCode - a string representing a contact type code. The value must be a valid entry in the UA_ContactStatus table. To be a valid entry in the UA_ContactStatus you must define all of the columns in the table, including CountsAsContact. Valid values for CountsAsContact are 0 and 1. 0 indicates not as successful contact, 1 indicates as a successful contact.

Additional response types

In Unica Interact, you can use the postEvent method in the Unica Interact API to trigger an event which logs an "accept" or "reject" action for an offer. You can also augment the system to allow the postEvent call to record additional response types, such as Explore, Consider, Commit, or Fulfill.

All of these response types must exist in the UA_USTResponseType table in the Unica Campaign system tables. Using specific event parameters to the postEvent method, you can record additional response types and define whether an accept should be included in learning. Also its suggested not to post multiple responses (Accept/Reject) for single contact, as it may result in incorrect learning scores.

To log additional response types, you must add the following event parameters:

• **UACIResponseTypeCode** - a string representing a response type code. The value must be a valid entry in the UA_UsrResponseType table.

To be a valid entry in the UA_USTRESPONSETYPE you must define all of the columns in the table, including CountsAsResponse. Valid values for CountsAsResponse are 0, 1, or 2. 0 indicates no response, 1 indicates a response, and 2 indicates a reject. These responses are used for reporting.

UACILogToLearning -

The parameter 'UACILogToLearning' is deprecated in version 11.0. Instead, the actual values defined in ' UA_ContactStatus' and 'UA_UsrResponseType' tables from Campaign database along with the values defined in the 'Affinium|interact|services|contactHist|contactStatusCodes' and 'Affinium|interact|services|responseHist| responseTypeCodes ' parameters would be considered by the Interact system.

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If you pass 'UACILogToLearning= 1' in a postevent call, then the configured action associated to the response type/ contact status will be ignored and this event is always treated as a true response/contact.

You may want to create several events with the Log Offer Acceptance action, one for every response type you want to log, or a single event with the Log Offer Acceptance action you use for every postEvent call you use to log separate response types.

For example, create an event with the Log Offer Acceptance action for each type of response. You define the following custom responses in the UA_USTRESPONSETYPE table [as Name (code)]: Explore (EXP), Consider (CON), and Commit (CMT). You then create three events and name them LogAccept_Explore, LogAccept_Consider, and LogAccept_Commit. All three events

are exactly the same (have the Log Offer Acceptance action), but the names are different so that the person working with the API can distinguish between them.

Or, you could create a single event with the Log Offer Acceptance action that you use for all custom response types. For example, name it LogCustomResponse.

When working with the API, there is no functional difference between the events, but the naming conventions may make the code clearer. Also, if you give each custom response a separate name, the Channel Event Activity Summary report displays more accurate information.

First, set up all the name-value pairs

```
//Define name value pairs for the UACIResponseTypeCode
// Response type Explore
NameValuePair responseTypeEXP = new NameValuePairImpl();
responseTypeEXP.setName("UACIResponseTypeCode");
responseTypeEXP.setValueAsString("EXP");
responseTypeEXP.setValueDataType(NameValuePair.DATA_TYPE_STRING);
// Response type Consider
NameValuePair responseTypeCON = new NameValuePairImpl();
responseTypeCON.setName("UACIResponseTypeCode");
responseTypeCON.setValueAsString("CON");
responseTypeCON.setValueDataType(NameValuePair.DATA_TYPE_STRING);
// Response type Commit
NameValuePair responseTypeCMT = new NameValuePairImpl();
responseTypeCMT.setName("UACIResponseTypeCode");
responseTypeCMT.setValueAsString("CMT");
responseTypeCMT.setValueDataType(NameValuePair.DATA_TYPE_STRING);
//Define name value pairs for UACILOGTOLEARNING
//Does not log to learning
NameValuePair noLogToLearning = new NameValuePairImpl();
```

noLogToLearning.setName("UACILOGTOLEARNING"); noLogToLearning.setValueAsString("0");

```
noLogToLearning.setValueDataType(NameValuePair.DATA_TYPE_NUMERIC);
```

```
//Logs to learning
NameValuePair LogToLearning = new NameValuePairImpl();
LogToLearning.setName("UACILogToLearning");
LogToLearning.setValueAsString("1");
LogToLearning.setValueDataType(NameValuePair.DATA_TYPE_NUMERIC);
```

This first example shows using the individual events.

```
//EXAMPLE 1: This set of postEvent calls use the individually named events
//PostEvent with an Explore response
NameValuePair[] postEventParameters = { responseTypeEXP, noLogToLearning };
response = api.postEvent(sessionId, LogAccept_Explore, postEventParameters);
//PostEvent with a Consider response
NameValuePair[] postEventParameters = { responseTypeCON, noLogToLearning };
response = api.postEvent(sessionId, LogAccept_Consider, postEventParameters);
//PostEvent with a Commit response
NameValuePair[] postEventParameters = { responseTypeCOM, LogToLearning };
response = api.postEventParameters = { responseTypeCOM, LogToLearning };
response = api.postEvent(sessionId, LogAccept_Commit, postEventParameters);
```

This second example shows using just one event.

```
//EXAMPLE 2: This set of postEvent calls use the single event
//PostEvent with an Explore response
NameValuePair[] postEventParameters = { responseTypeEXP, noLogToLearning };
response = api.postEvent(sessionId, LogCustomResponse, postEventParameters);
//PostEvent with a Consider response
NameValuePair[] postEventParameters = { responseTypeCON, noLogToLearning };
response = api.postEvent(sessionId, LogCustomResponse, postEventParameters);
//PostEvent with a Commit response
NameValuePair[] postEventParameters = { responseTypeCON, LogToLearning };
response = api.postEventParameters = { responseTypeCOM, LogToLearning };
response = api.postEvent(sessionId, LogCustomResponse, postEventParameters);
```

Both examples perform exactly the same actions, however, one version may be easier to read than the other.

Runtime environment staging tables to Unica Campaign history tables mapping

The Unica Interact contact history staging tables map to Unica Campaign history tables. You must have one of the runtime environment staging tables for each audience level.

UACI_CHStaging contact history staging table mapping

This table shows how the UACI_CHStaging runtime environment staging table maps to the Unica Campaign contact history table. The table names that are shown are the sample tables that are created for the default audience in the runtime tables and the Unica Campaign system tables.



By default, successfully processed records in this table and UACI_CHOfferAttrib are deleted by the CH/RH ETL process. If, for any reason, such records are not deleted and you want to delete them, the following SQL statements can be used for deletion.

```
DELETE FROM UACI_CHOfferAttrib where ContactID in (SELECT ContactID FROM UACI_CHStaging where Mark > 0);
```

DELETE FROM UACI_CHStaging where Mark > 0;

If you want to delete the records that were processed with failure, which are not deleted by CH/RH ETL, the following SQL statements can be used.

```
DELETE FROM UACI_CHOfferAttrib where ContactID in (SELECT ContactID FROM UACI_CHStaging where Mark = -1);
```

DELETE FROM UACI_CHStaging where Mark = -1;

Table 4. Contact History

UACI_CHStaging	Unica Campaign	Table column name
Unica Interact contact history staging table column name	contact history table	
ContactID	N/A	N/A

UACI_CHStaging	Unica Campaign	Table column name
Unica Interact contact history staging table column name	contact history table	
TreatmentCode	UA_Treatment	TreatmentCode
CampaignID	UA_Treatment	CampaignID
OfferID	UA_Treatment	OfferID
CellID	UA_Treatment	CellID
CustomerID	UA_DtlContactHist	CustomerID
ContactDate	UA_DtlContactHist	ContactDateTime
ExpirationDateTime	UA_Treatment	ExpirationDateTime
EffectiveDateTime	UA_Treatment	EffectiveDateTime
ContactType	UA_DtlContactHist	ContactStatusID
ContactStatusCode	UA_DtlContactHist	ContactStatusId
UserDefinedFields	UA_DtlContactHist	UserDefinedFields

Table 4. Contact History (continued)

ContactID is a key to join the UACI_CHOFFErAtrib table with the UACI_CHStaging table. The userDefinedFields column can contain any data that you choose.

UACI_CHOfferAttrib contact history staging table mapping

This table shows how the UACI_CHOfferAttrib runtime environment staging table maps to the Unica Campaign contact history table. The table names that are shown are the sample tables that are created for the default audience in the runtime tables and the Unica Campaign system tables.

Table 5. Offer attributes

UACI_CHOfferAttrib Unica Interact contact history staging table column name	Unica Campaign contact history table	Table column name
ContactID	N/A	N/A
AttributeID	UA_OfferHistAttrib	AttributeID
StringValue	UA_OfferHistAttrib	StringValue
NumberValue	UA_OfferHistAttrib	NumberValue
DateTimeValue	UA_OfferHistAttrib	DateTimeValue

UACI_RHStaging contact response history staging table mapping

This table shows how the UACI_RHStaging runtime environment staging table maps to the Unica Campaign response history table. The table names that are shown are the sample tables that are created for the default audience in the runtime tables and the Unica Campaign system tables.



Note:

By default, successfully processed records in this table are deleted by the CH/RH ETL process. If, for any reason, such records are not deleted and you want to delete them, the following SQL statements can be used for deletion.

DELETE FROM UACI_RHStaging where Mark > 0;

If you want to delete the records that were processed with failure, which are not deleted by Ch/RH ETL, the following SQL statements can be used.

DELETE FROM UACI_RHStaging where Mark = -1;

Table 6. Response history

UACI_RHStaging Unica Interact response history staging table column name	Unica Campaign response history table	Table column name
SeqNum	N/A	N/A
TreatmentCode	UA_ResponseHistory	TreatmentInstID
CustomerID	UA_ResponseHistory	CustomerID
ResponseDate	UA_ResponseHistory	ResponseDateTime
ResponseType	UA_ResponseHistory	ResponseTypeID
UserDefinedFields	UA_ResponseHistory	UserDefinedFields

seqNum is a key that is used by the contact and response history module to identify data, but is not recorded in the Unica Campaign response tables. The userDefinedFields column can contain any data that you choose.

Additional columns in staging tables

If you add columns to the staging tables, the contact and response history module writes them to the UA_DtlContactHist or UA_ResponseHistory tables in columns of the same name.

For example, if you add the column linkFrom to your UACI_CHStaging table, the contact and response history module copies that data to the linkFrom column in the UA_DtlContactHist table.

Additional columns in Unica Campaign contact and response history tables

If you have additional columns in your Unica Campaign contact and response history tables, add matching columns to the staging tables before you run the contact and response history module.

You populate extra columns in the staging tables by creating columns with the same names as your name-value pairs in your runtime session data.

For example, you create name-value pairs NumberItemsInWishList and NumberItemsInShoppingCart and add them to your UACI_RHStaging table. When a Log Offer Acceptance or Log Offer Rejection event occurs, the runtime environment populates those fields. The runtime environment populates the UACI_CHStaging table when a Log Offer Contact event occurs.

Use tables to include a score for an offer

You can use the user-defined fields to include the score that is used to present an offer. Add a column that is named FinalScore to both the UACI_CHStaging table in the runtime tables and the UA_DtlContactHist table in the Unica Campaign system tables. Unica Interact automatically populates the FinalScore column with the final score used for the offer if you are using built-in learning.

If you are building a customized learning module, you can use the setActualValueUsed method of the ITreatment interface and the logEvent method of the ILearning interface.

If you are not using learning, add a column that is named score to both the UACI_CHStaging table in the runtime tables and the UA_DtlContactHist table in the Unica Campaign system tables. Unica Interact automatically populates the score column with the score used for the offer.

Create new history tables in the Unica Campaign and staging tables in the Unica Interact

If you are using an audience level other than the Customer, then you will have to create new history tables in the Unica Campaign, and new staging tables in the Unica Interact.

For example, the below sample script is used in the IBM DB2® design time database to create history tables in the Unica Campaign for an audience level of type Account.

```
DROP TABLE ACCT_UA_ResponseHistory;
DROP TABLE ACCT_UA_DtlContactHist;
DROP TABLE ACCT_UA_ContactHistory;
CREATE TABLE ACCT_UA_ResponseHistory (
       AccountID
TreatmentInstID bigint NUL .....
DockID bigint NOT NULL,
                    varchar(30) NOT NULL,
                           bigint NOT NULL,
        ResponseDateTime
                            timestamp NOT NULL,
       WithinDateRangeFlg int,
       OrigContactedFlg
                            int,
       BestAttrib
                            int.
        FractionalAttrib
                            float,
       DirectResponse
                            int.
       CustomAttrib
                            float,
        ResponseTypeID
                           bigint,
       DateID
                            bigint,
       TimeID
                            bigint,
       UserDefinedFields char(18),
        CONSTRAINT ACCT_cRespHistory_PK
              PRIMARY KEY (AccountID, TreatmentInstID,
              ResponsePackID )
 );
 CREATE TABLE ACCT_UA_ContactHistory (
        AccountID
                          varchar(30) NOT NULL,
        CellTD
                           bigint NOT NULL,
```

```
PackageIDbigint NOT NULL,ContactDateTimetimestamp,UpdateDateTimetimestamp,ContactStatusIDbigint,
       DateID
                             bigint,
       TimeID
                             bigint,
       UserDefinedFields char(18),
       CONSTRAINT ACCT_cContactHist_PK
               PRIMARY KEY (AccountID, CellID, PackageID )
);
CREATE INDEX ACCT_cContactHist_IX1 ON ACCT_UA_ContactHistory
(
       CellID
);
CREATE INDEX ACCT_CContactHist_IX2 ON ACCT_UA_ContactHistory
(
       PackageID
                                         ,
       CellID
);
CREATE TABLE ACCT_UA_DtlContactHist (
       AccountIDvarchar(30) NOT NULL,TreatmentInstIDbigint NOT NULL,ContactStatusIDbigint,ContactDateTimetimestamp,UpdateDateTimetimestamp,
       UserDefinedFields char(18),
       DateID
                              bigint NOT NULL,
       TimeID
                             bigint NOT NULL
);
CREATE INDEX ACCT_cDtlContHist_IX1 ON ACCT_UA_DtlContactHist
(
       AccountID
                                        ,
       TreatmentInstID
);
ALTER TABLE ACCT_UA_ResponseHistory
       ADD CONSTRAINT ACCT_cRespHistory_FK2
               FOREIGN KEY (TimeID)
                               REFERENCES UA_Time (TimeID);
ALTER TABLE ACCT_UA_ResponseHistory
       ADD CONSTRAINT ACCT_cRespHistory_FK4
               FOREIGN KEY (DateID)
                                REFERENCES UA_Calendar (DateID);
ALTER TABLE ACCT_UA_ResponseHistory
       ADD CONSTRAINT ACCT_cRespHistory_FK3
               FOREIGN KEY (ResponseTypeID)
                                REFERENCES UA_UsrResponseType (
               ResponseTypeID);
ALTER TABLE ACCT_UA_ResponseHistory
       ADD CONSTRAINT ACCT_cRespHistory_FK1
               FOREIGN KEY (TreatmentInstID)
                                REFERENCES UA_Treatment (
               TreatmentInstID);
ALTER TABLE ACCT_UA_ContactHistory
       ADD CONSTRAINT ACCT_cContactHist_FK2
               FOREIGN KEY (DateID)
                                REFERENCES UA_Calendar (DateID);
ALTER TABLE ACCT_UA_ContactHistory
       ADD CONSTRAINT ACCT_cContactHist_FK3
```

```
FOREIGN KEY (TimeID)
                              REFERENCES UA_Time (TimeID);
 ALTER TABLE ACCT_UA_ContactHistory
       ADD CONSTRAINT ACCT_cContactHist_FK1
               FOREIGN KEY (ContactStatusID)
                              REFERENCES UA_ContactStatus (
               ContactStatusID);
ALTER TABLE ACCT_UA_DtlContactHist
        ADD CONSTRAINT ACCT_cDtlContactH_FK3
               FOREIGN KEY (TimeID)
                              REFERENCES UA_Time (TimeID);
ALTER TABLE ACCT_UA_DtlContactHist
        ADD CONSTRAINT ACCT_cDtlContactH_FK2
               FOREIGN KEY (DateID)
                              REFERENCES UA_Calendar (DateID);
ALTER TABLE ACCT_UA_DtlContactHist
       ADD CONSTRAINT ACCT_cDtlContactH_FK1
               FOREIGN KEY (ContactStatusID)
                              REFERENCES UA_ContactStatus (
               ContactStatusID);
alter table ACCT_UA_DtlContactHist add RTSelectionMethod int;
alter table ACCT_UA_ResponseHistory add RTSelectionMethod int;
```

The below sample script is used in the runtime time IBM DB2® database to create history staging tables in the Unica Interact

for an audience level of type Account.

```
DROP TABLE ACCT_UACI_RHStaging;
DROP TABLE ACCT_UACI_CHOfferAttrib;
DROP TABLE ACCT_UACI_CHStaging;
DROP TABLE ACCT_UACI_UserEventActivities;
DROP TABLE ACCT_UACI_EventPatternState;
CREATE TABLE ACCT_UACI_RHStaging (
      SeqNum
                      bigint NOT NULL,
      TreatmentCode
                         varchar(512),
      AccountID
                        varchar(30),
      ResponseDate
                         timestamp,
      ResponseType
                          int,
      ResponseTypeCode varchar(64),
      Mark
                          bigint NOT NULL
                                        DEFAULT 0,
      UserDefinedFields
                           char(18),
  RTSelectionMethod
                    int,
      CONSTRAINT iRHStaging_PK1
             PRIMARY KEY (SeqNum)
);
CREATE TABLE ACCT_UACI_CHOfferAttrib (
                          bigint NOT NULL,
       ContactID
                          bigint NOT NULL,
       AttributeID
       StringValue
                          varchar(512),
       NumberValue
                           float,
       DateTimeValue
                           timestamp,
       CONSTRAINT ACCT_iCHOfferAttrib_PK
              PRIMARY KEY (ContactID, AttributeID)
 );
 CREATE TABLE ACCT_UACI_CHStaging (
       ContactID
                           bigint NOT NULL,
       TreatmentCode
                            varchar(512),
       CampaignID
                           bigint,
```

```
OfferID
                             bigint,
        CellID
                            bigint,
                      varchar(30),
        AccountID
        ContactDate
                            timestamp,
        ExpirationDateTime timestamp,
        EffectiveDateTime timestamp,
                           int,
        ContactType
        UserDefinedFields char(18),
                           bigint NOT NULL DEFAULT 0,
        Mark
 RTSelectionMethod bigint,
       CONSTRAINT ACCT_iCHStaging_PK
              PRIMARY KEY (ContactID)
);
CREATE TABLE ACCT_UACI_UserEventActivity
(
                            bigint NOT NULL GENERATED ALWAYS AS IDENTITY,
       SegNum
       ICID
                          bigint NOT NULL,
      varchar(64) NOT NULL,CategoryIDbigint NOT NULL,CategoryNamevarchar(64) NOT NULL,EventIDbigint NOT NULL,EventNamevarchar(64) NOT NULL,
       ICName
                          varchar(64) NOT NULL,
                        varchar(64) NOT NULL,
       EventName
                         bigint,
       TimeID
       DateID
                            bigint,
      Occurrences bigint NOT NULL,
       AccountID varchar(30) not null,
       CONSTRAINT iUserEventActivity_PK
              PRIMARY KEY (SeqNum)
);
create table ACCT_UACI_EventPatternState
(
UpdateTime bigint not null,
State varchar(1000) for bit data,
 AccountID varchar(30) not null,
       CONSTRAINT iCustomerPatternState_PK
       PRIMARY KEY (AccountID, UpdateTime)
);
ALTER TABLE ACCT_UACI_CHOfferAttrib
      ADD CONSTRAINT ACCT_iCHOfferAttrib_FK1
              FOREIGN KEY (ContactID)
                             REFERENCES ACCT_UACI_CHStaging (ContactID);
```

About cross-session response tracking

Visitors may not always complete a transaction in a single visit to your touchpoint. A customer may add an item to their shopping cart on your web site and not complete the sale until two days later. Keeping the runtime session active indefinitely is not feasible. You can enable cross-session response tracking to track an offer presentation in one session and match it with a response in another session.

Unica Interact cross-session response tracking can match on treatment codes or offer codes by default. You can also configure it to match any custom code of your choice. Cross-session response matches on the available data. For example, your web site includes an offer with a promotional code generated at the time of display for a discount good for one week. A user may add items to their shopping cart, but not complete the purchase until three days later. When you use the postEvent call to log an accept event, you can include only the promotional code. Because the runtime cannot find a

treatment or offer code to match in the current session, the runtime places the accept event with the available information in a cross-session response (XSessResponse) staging table. The CrossSessionResponse service periodically reads the XSessResponse table and attempts to match the records with the available contact history data. The CrossSessionResponse service matches the promotional code to the contact history and collects all the required data to log a proper response. The CrossSessionResponse service then writes the response to the response staging tables, and if learning is enabled, the learning tables. The contact and response history module then writes the response to the Unica Campaign contact and response history tables. The successful processing of the cross-session response depends on the original contact history records that has been migrated to the Unica Campaign database by the contact history ETL.

Enable duplicate detection and suppression

To enable duplicate checking of responses and cross session responses, add the following JVM parameter to the Interact runtime.

-Dcom.unicacorp.interact.rhDupeCheckLimit=<max records>

Here, <max records> is the maximum number of unique records to be held for checking duplicates. This checking is disabled, if its value is 0, which is the default value.

In addition, the following JVM parameter can also be added to the Interact run time. If its value is true, duplicated responses and cross session responses are suppressed. By default, it is disabled.

-Dcom.unicacorp.interact.rhSuppressDupe=<true|false>

Once the duplicate check is enabled, a warning message is logged in interact.log with the information of the duplicates. This check occurs at the following two stages in the code.

- After Interact processes the response event, but before it is added into the memory cache.
- When Interact is about to persist the response event into the staging table.

Moreover, a new property <u>cacheInfo</u> is added to the JMX bean com.unicacorp.interact:type=Services,group=Response History Memory Cache Statistics. When the duplicate check is enabled, it returns information about the memory cache in the following format.

{<cache ID>=<earliest response timestamp>-><latest response timestamp>: <number of records in this cache> {<audience ID>, <treatment code>, <response timestamp>=<number of occurrences>}}}

For example:

```
{2043682026=20201113102136->20201113102136: 10 - {Customer ([1.0]), 7.a.ffffffff9aae0b53.4d37d0d3, 2020-11-13
10:21:36.377=10}}
```

Only the duplicated entries are included in the message.

It is similar to enabling duplicate checking of contacts, add the following JVM parameter to Interact runtime. The following JVM parameters are required.

- -Dcom.unicacorp.interact.chDupeCheckLimit=<max records>
- -Dcom.unicacorp.interact.chSuppressDupe=<true | false>

The affected JMX bean is com.unicacorp.interact:type=Services,group=Contact History Memory Cache Statistics

Cross-session response process

Cross-session response process starts with Interact initialization. It processes records in cross session response staging table. The process keeps polling the table for new or retry records for processing after a configurable time interval.

Affinium | interact | services | crossSessionResponse | xsessionProcessIntervalInSecs. Successful records are purged from the table. Unsuccessful records are marked to retry for a particular time. Affinium | interact | services | crossSessionResponse | purgeOrphanResponseThresholdInMinutes. Records are not processed successfully after multiple attempts.Affinium | interact | services | crossSessionResponse | purgeOrphanResponseThresholdInMinutes. Minutes after the record response time, these records are marked as "Failed".

To support the multiple runtime instances to work on same data, each cross-session response process updates xsessionResponseBatchSize number of records to "In Process" with a unique value for mark column known to that process only. The process attempts to match these records with the available contact history data using the system-defined SQLs for match byTreatmentCode and byOfferCode. For the records where match is found, system triggers log response and the mark column is updated back to "success".

Note: Updating mark column with process-specific unique value is applicable only when there is no "Override SQL" configured by the user. When "Override SQL" option is used to define the matching query, cross-session response process takes the exclusive database lock on the cross-session response staging table, processes records, and releases lock.

If there is a large number of unprocessed records available in xSessionResponse table, there can be performance issues when CrossSessionResponse service attempts to process all records at once. To improve performance, users can define Affinium interact services crossSessionResponse xsessionResponseBatchSize to a positive integer value. CrossSessionResponse service processes xsessionResponseBatchSize records at a time and loops through the xSessionResponse table till all new or retry records are processed.

Cross-session response tracking data source configuration

Unica Interact cross-session response tracking matches session data from the runtime environment with the Unica Campaign contact and response history. By default, cross-session response tracking matches on treatment code or offer code. You can configure the runtime environment to match on a custom, alternate code.

- If you choose to match on an alternate code, you must define the alternate code in the UACI_TrackingType table in the Unica Interact runtime tables.
- The runtime environment must have access to the Unica Campaign contact history tables. This can be by either configuring the runtime environment to have access to the Unica Campaign contact history tables, or by creating a copy of the contact history tables in the runtime environment.

This access is read-only, and is separate from the contact and response history utility.

If you create a copy of the tables, it is your responsibility to ensure data in the copy of the contact history is accurate. You can configure the length of time the CrossSessionResponse service retains unmatched responses to match the how often you refresh the data in the copy of the contact history tables using the purgeOrphanResponseThresholdInMinutes property. If you are using the contact and response history module, you should coordinate the ETL updates to ensure you have the most current data.

Configuring contact and response history tables for cross-session response tracking

Whether you create a copy of the contact history tables, or use the actual tables in the Unica Campaign system tables, you must perform the following steps to configure the contact and response history tables.

Before you begin

The contact and response history tables must be mapped properly in Unica Campaign prior to performing these steps.

1. Run the aci_lrnfeature SQL script in the interactDT/ddl/acifeatures directory in the Unica Interact design environment installation directory against the UA_DtlContactHist and UA_ResponseHistory tables in your Unica Campaign system tables.

This adds the RTSelectionMethod column to the UA_DtlContactHist and UA_ResponseHistory tables. Run the aci_lrnfeature script against these tables for each of your audience levels. Edit the script as necessary to work with the correct table for each of your audience levels.

2. If you want to copy the contact history tables to the runtime environment, do so now.

If you are creating a copy of the Unica Campaign contact history tables accessible by the runtime environment for cross-session response tracking support, use the following guidelines:

- Cross-session response tracking requires read-only access to these tables.
- Cross-session response tracking requires the following tables from the Unica Campaign contact history.
 - UA_DtlContactHist (for each audience level)
 - ° UA_Treatment

You must update the data in these tables on a regular basis to ensure accurate response tracking.

3. Run the aci_crhtab SQL script in the ddl directory in the Unica Interact runtime environment installation directory against the contact and response history data source.

This script creates the UACI_XsessResponse and UACI_CRHTAB_Ver tables.

4. Create a version of the UACI_XsessResponse table for each audience level.

Results

To improve the performance of cross-session response tracking, you may want to limit the amount of contact history data, either by the way in which you copy the contact history data or by configuring a view in to the Unica Campaign contact history tables. For example, if you have a business practice that no offer is valid for longer than 30 days, you should limit the contact history data to the last 30 days. To modify the number of days of contact history data to maintain, open the configuration property **Campaign | partitions | partition n | Interact | contactAndResponseHistTracking** and set the value of **daysBackInHistoryToLookupContact**.

You will not see results from cross-session response tracking until the contact and response history module runs. For example, the default processSleepIntervalInMinutes is 60 minutes. Therefore, it may take at least an hour before cross-session responses appear in your Unica Campaign response history.

UACI_TrackingType table

The UACI_TrackingType table is part of the runtime environment tables. This table defines the tracking codes used with crosssession response tracking. The tracking code defines what method the runtime environment uses to match the current offer in a runtime session with the contact and response history.

Column	Туре	Description
TrackingCodeType	int	A number representing the tracking code type. This number is referenced by the SQL commands used to match information from the session data to the contact and response history tables.
Name	varchar(64)	The name for the tracking code type. This is passed in to session data using the UACI_TrackingCodeType reserved parameter with the postEvent method.
Description	varchar(512)	A brief description of the tracking code type. This field is optional.

By default, the runtime environment has two tracking code types defined, as shown in the following table. For any alternate code, you must define a unique TrackingCodeType.

	TrackingCodeType	Name	Description
1		Treatment Code	UACI Generated Treatment Code
2		Offer Code	UAC Campaign Offer Code

UACI_XSessResponse

The UACI_XSessResponse table is part of the runtime environment tables. This table is used for cross-session response tracking.

One instance of this table for each audience level must exist in the contact and response history data source available for Unica Interact cross-session response tracking.

Column	Туре	Description
SeqNumber	bigint	Identifier for the row of data. The CrossSessionResponse service processes all records in the segNumber order.
ICID	bigint	Interactive channel ID
AudienceID	bigint	The audience ID for this audience level. The name of this column must match the audience ID defined in Unica Campaign. The sample
		table contains the column CustomerID.

Column	Туре	Description
TrackingCode	varchar(64)	The value that is passed by UACIOfferTrackingCode parameter of the postEvent method.
TrackingCodeType	int	The numeric representation of the tracking code. The value must be a valid entry in the UACI_TrackingType table.
OfferID	bigint	The offer ID as defined in Unica Campaign.
ResponseType	int	The response type for this record. The value must be a valid entry in the UA_USTRESPONSETYPE table.
ResponseTypeCode	varchar(64)	The response type code for this record. The value must be a valid entry in the UA_USTRESPONSETYPE table.
ResponseDate	datetime	The date of the response.
Mark	bigint	The value of this field identifies the state of the record.
		 1 - In process. It is applicable when "Override SQL" configuration is used. In this case, the matching query defined by user is used rather than the system generated SQL. Random Big Integer value – It is applicable when "Use System generated SQL" is set or default matching query is used. System updates the records to be processed with a unique big integer value to identify the records to be processed by that thread. 2 - Successful. It is applicable when contact history match is found and log response is executed successfully. NULL - New Records 0 - Retry. It is applicable when contact history match is not found and the record is in database for less than purgeOrphanResponseThresholdInMinutes minutes. -1 - Record has been in the database for more than purgeOrphanResponseThresholdInMinutes minutes.
		As part of the database administrator's maintenance of this table, you can check this field for records that are not being matched, that is, all records with value of -1. All records with value 2 are automatically removed by the CrossSessionResponse service.
UsrDefinedFields	char(18)	Any custom fields that you want to include when you are matching offer responses to the contact and response history. For example, if you want to match on a promotional code, include a promotional code user-defined field.

Enabling cross-session response tracking

Use this procedure to enable cross-section response tracking.

Before you begin

You must configure the contact and response history module to take full advantage of cross-session response tracking.

To use cross-session response tracking, you must configure the runtime environment to have read-access to the Unica Campaign contact and response history tables. You can read from either the actual Unica Campaign contact and response history tables in the design environment, or a copy of the tables in the runtime environment data sources. Configuring the runtime environment to have read-access to the contact and response history table is separate from any contact and response history module configuration.

If you are matching on something other than treatment code or offer code, you must add it to the UACI_TrackingType table.

- 1. Create the XSessResponse tables in the contact and response history tables accessible to the runtime environment.
- 2. Define the properties in the contactAndResponseHistoryDataSource category for the runtime environment.
- 3. Define the crossSessionResponseTable property for each audience level.
- 4. Create an OverridePerAudience category for each audience level.

Cross-session response offer matching

By default, cross-session response tracking matches on treatment codes or offer codes. The crossSessionResponse service uses SQL commands to match treatment codes, offer codes, or a custom code from session data to the Unica Campaign contact and response history tables. You can edit these SQL commands to match any customizations you make to your tracking codes, offer codes, or custom codes.

Matching by treatment code

The SQL to match by treatment code must return all the columns in the XSessResponse table for this audience level plus a column called offerIDMatch. The value in the offerIDMatch column must be the offerId that goes with the treatment code in the XSessResponse record.

The following is a sample of the default generated SQL command that match treatment codes. Unica Interact generates the SQL to use the correct table names for the audience level. This SQL is used if the Interact > services >

crossSessionResponse > OverridePerAudience > AudienceLevel > TrackingCodes > byTreatmentCode > SQL property is set to Use System Generated SQL.

The values UACI_XsessResponse, UA_DtlContactHist, CustomerID, and UA_ContactHistory are defined by your settings in Unica Interact. For example, UACI_XsessResponse is defined by the Interact > profile > Audience Levels > [AudienceLevelName] > crossSessionResponseTable Configuration property.

If you have customized your contact and response history tables, you may need to revise this SQL to work with your tables. You define SQL overrides in the Interact > services > crossSessionResponse > OverridePerAudience > (AudienceLevel) > TrackingCodes > byTreatmentCode > OverrideSQL property. If you provide some override SQL, you must also change the SQL property to **Override SQL**.

Matching by offer code

The SQL to match by offer code must return all the columns in the XSessResponse table for this audience level plus a column called TreatmentCodeMatch. The value in the TreatmentCodeMatch column is the Treatment Code that goes with the Offer ID (and Offer Code) in the XSessResponse record.

The following is a sample of the default generated SQL command that match offer codes. Unica Interact generates the SQL to use the correct table names for the audience level. This SQL is used if the Interact > services > crossSessionResponse > OverridePerAudience > AudienceLevel > TrackingCodes > byOfferCode > SQL property is set to Use System Generated SQL.

```
select treatment.treatmentCode as TREATMENTCODEMATCH,
   tx.*,
dch.RTSelectionMethod
from
        UACI_XSessResponse tx
Left Outer Join UA_DtlContactHist dch ON tx.CustomerID=dch.CustomerID
Left Outer Join UA_Treatment treatment ON tx.offerId = treatment.offerId
Left Outer Join
   (
   select max(dch.contactDateTime) as maxDate,
     treatment.offerId,
     dch.CustomerID
   from UA_DtlContactHist dch, UA_Treatment treatment, UACI_XSessResponse tx
  where tx.CustomerID=dch.CustomerID
  and tx.offerID = treatment.offerId
  and dch.treatmentInstId = treatment.treatmentInstId
   group by dch.CustomerID, treatment.offerId
   ) dch_by_max_date ON tx.CustomerID=dch_by_max_date.CustomerID
   and tx.offerId = dch_by_max_date.offerId
where tx.mark = 1
and
        dch.contactDateTime = dch_by_max_date.maxDate
         dch.treatmentInstId = treatment.treatmentInstId
and
and
        tx.trackingCodeType=2
union
select treatment.treatmentCode as TREATMENTCODEMATCH,
   tx.*,
   0
from UACI_XSessResponse tx
Left Outer Join UA_ContactHistory ch ON tx.CustomerID =ch.CustomerID
Left Outer Join UA_Treatment treatment ON tx.offerId = treatment.offerId
Left Outer Join
   (
   select max(ch.contactDateTime) as maxDate,
     treatment.offerId, ch.CustomerID
   from UA_ContactHistory ch, UA_Treatment treatment, UACI_XSessResponse tx
   where tx.CustomerID =ch.CustomerID
   and tx.offerID = treatment.offerId
```

```
and treatment.cellID = ch.cellID
  and treatment.packageID=ch.packageID
  group by ch.CustomerID, treatment.offerId
  ) ch_by_max_date ON tx.CustomerID =ch_by_max_date.CustomerID
  and tx.offerId = ch_by_max_date.offerId
  and treatment.cellID = ch.cellID
  and treatment.packageID=ch.packageID
where tx.mark = 1
   and
            ch.contactDateTime = ch_by_max_date.maxDate
   and
            treatment.cellID = ch.cellID
   and
            treatment.packageID=ch.packageID
            tx.offerID = treatment.offerId
   and
   and
        tx.trackingCodeType=2
```

The values UACI_XsessResponse, UA_DtlContactHist, CustomerID, and UA_ContactHistory are defined by your settings in Unica Interact. For example, UACI_XsessResponse is defined by the Interact > profile > Audience Levels > [AudienceLevelName] > crossSessionResponseTable Configuration property.

If you have customized your contact and response history tables, you may need to revise this SQL to work with your tables. You define SQL overrides in the Interact > services > crossSessionResponse > OverridePerAudience > (AudienceLevel) > TrackingCodes > byOfferCode > OverrideSQL property. If you provide some override SQL, you must also change the SQL property to **Override SQL**.

Matching by alternate code

You can define an SQL command to match by some alternate code of your choice. For example, you could have promotional codes or product codes separate from offer or treatment codes.

You must define this alternate code in the UACI_TrackingType table in the Unica Interact runtime environment tables.

You must provide SQL or a stored procedure in the Interact > services > crossSessionResponse > OverridePerAudience > (AudienceLevel) > TrackingCodes > byAlternateCode > OverrideSQL property which returns all the columns in the XSessResponse table for this audience level plus the columns TreatmentCodeMatch and OfferIDMatch. You may optionally return the offerCode in place of OfferIDMatch (in the form of offerCodel, offerCode2, offerCodeN for N part offer codes). The values in the TreatmentCodeMatch column and OfferIDMatch column (or offer code columns) must correspond to the TrackingCode in the XSessResponse record.

For example, the following SQL pseudo code matches on the AlternateCode column in the XSessResponse table.

```
Select m.TreatmentCode as TreatmentCodeMatch, m.OfferID as OfferIDMatch, tx.*
From MyLookup m, UACI_XSessResponse tx
Where m.customerId = tx.customerId
And m.alternateCode = tx.trackingCode
And tx.mark=1
And tx.trackingCodeType = <x>
```

Where <x> is the tracking code defined in the UACI_TrackingType table.

Using a database load utility with the runtime environment

By default, the runtime environment writes contact and response history data from session data into staging tables. On a very active production system, however, the amount of memory required to cache all the data before runtime can write it to the staging tables may be prohibitive. You can configure runtime to use a database load utility to improve performance.

When you enable a database load utility, instead of holding all contact and response history in memory before writing to the staging tables, runtime writes the data to a staging file. You define the location of the directory containing the staging files with the externalLoaderStagingDirectory property. This directory contains several subdirectories. The first subdirectory is the runtime instance directory, which contains the contactHist and respHist directories. The contactHist and respHist directories contain uniquely named subdirectories in the format of *audienceLevelName.uniquelD.currentState*, which contain the staging files.

Current® State	Description
CACHE	Contents of directory currently being written to a file.
READY	Contents of directory ready to be processed.
RUN	Contents of directory currently being written to the database.
PROCESSED	Contents of directory have been written to the database.
ERROR	An error occurred while writing the contents of directory to the database.
ATTN	Contents of directory need attention. That is, you may need to take some manual steps to complete writing the contents of this directory to the database.
RERUN	Contents of directory ready to be written to the database. You should rename a directory from ATTN or ERROR to RERUN after you have corrected the problem.

You can define the runtime instance directory by defining the interact.runtime.instance.name JVM property in the application server startup script. For example, you could add -Dinteract.runtime.instance.name=instance2 to your web application server startup script. If not set, the default name is DefaultInteractRuntimeInstance.

The samples directory contains sample files to assist you with writing your own database load utility control files.

Enabling a database load utility with runtime environment

Use this procedure to enable a database load utility with the runtime environment.

Before you begin

You must define any command or control files for your database load utility before you configure runtime environment to use them. These files must exist in the same location on all runtime servers in the same server group.

Unica Interact provides sample command and control files in the *loaderService* directory in your Unica Interact runtime server installation.

- 1. Confirm that the runtime environment user has login credentials for the runtime tables data source that is defined in Interact > general > systemTablesDataSource in your configuration properties.
- 2. Define the Interact > general > systemTablesDataSource > loaderProperties configuration properties.
- 3. Define the <code>Interact > services > externalLoaderStagingDirectory</code> property.
- 4. Revise the Interact > services > responseHist > fileCache configuration properties, if necessary.
- 5. Revise the Interact > services > contactHist > fileCache configuration properties, if necessary.
- 6. Restart the runtime server.

Event pattern ETL process

To process large amounts of Unica Interact event pattern data and to make that data available for queries and reporting purposes, you can install a stand-alone Extract, Transform, Load (ETL) process on any supported server for optimal performance.

In Interact, all event pattern data for a given AudienceID is stored as a single collection in the runtime database tables. The AudienceID and pattern state information is stored as a Binary Large Object (BLOB). To perform any SQL queries or reporting based on event patterns, this new ETL process is necessary to break up the object into tables into a target database. To accomplish this, the stand-alone ETL process takes event pattern data from the Unica Interact runtime database tables, processes it on the schedule you specify, and stores it in the target database where it is available for SQL queries or additional reporting.

In addition to moving and transforming event pattern data to the target database, the stand-alone ETL process also synchronizes the data in the target database with the most current information in your Unica Interact runtime database. For example, if you delete an event pattern in the Unica Interact runtime, that event pattern's processed data is removed from the target database the next time the ETL process runs. Event pattern state information is kept up to date as well. So the information stored about event patterns in the target database is solely current data, not historical information.

Running the stand-alone ETL process

When you launch the stand-alone ETL process on a server, it runs continuously in the background until stopped. The process follows the instructions in the Unica Platform configuration properties to determine frequency, database connections, and other details during its operation.

Before you begin

Before you run the stand-alone ETL process, ensure that you complete the following tasks:

- You must have the permissions of an Interact Admin user role.
- You must have installed the process on a server, and configured both the files on the server and in the Unica Platform correctly for your configuration.

Note:

If you are running the ETL process on Microsoft Windows for a language other than US English, use chop at the command prompt to set the code page for the language you are using. For example, you might use any of the following codes: ja_jp=932, zh_cn=936, ko_kr=949, ru_ru=1251 and for de_de, fr_fr, it_it, es_es, pt_br, use 1252. To ensure proper character display, use the chop command in the Windows command prompt prior to launching the ETL process.

About this task

After you have installed and configured the stand-alone ETL process, you are ready to launch the process.

- 1. Open a command prompt on the server where the ETL process is installed.
- 2. Navigate to the <Interact_home>/PatternStateETL/bin directory that contains the executable files for the ETL process.
- 3. To run ETL report, add -Dcom.ibm.interact.logconfiglocation=PatternStateETL/bin/etl_log4j2.xml.
- 4. Run the command.bat file (on Microsoft Windows) or command.sh file (on UNIX-like operating systems) with the following parameters:
 - -u <username>. This value must be a valid Unica Platform user, and you must have configured that user with access to the **TargetDS** and **RuntimeDS** datasources that the ETL process will use.
 - -p <password>. Replace <password> with the password matching the user you specified. If the password for this user is blank, specify two double quotes (as in -p ""). The password is optional when you run the command file; if you omit the password with the command, you are prompted to enter it when the command runs.
 - -c <profileName>. Replace <profileName> with the exact name you specified in the Unica Platform in the Interact | PatternStateETL configuration you created.

The name you enter here must match the value you specified in the **New category name** field when you created the configuration.

• start. The start command is required to start the process.

The complete command to start the process would therefore take the following form:

command.bat -u <username> -p <password> -c <profileName> start

Results

The stand-alone ETL process runs, and continues to run in the background until you stop the process or until the server is restarted.

Note:

The first time that you run the process, the accumulated event pattern data may take a considerable amount of time to run. Subsequent times that the process runs will work with only the most recent set of event pattern data and takes less time to complete.

Be aware that you can also provide the help argument to the command.bat or command.sh file to see all available options, as in the following example:

command.bat help

Stopping the stand-alone ETL process

When you launch the stand-alone ETL process on a server, it runs continuously in the background until stopped.

About this task

- 1. Open a command prompt on the server where the ETL process is installed.
- 2. Navigate to the <Interact_home>/PatternStateETL/bin directory that contains the executable files for the ETL process.
- 3. Run the command.bat file (on Microsoft Windows) or command.sh file (on UNIX-like operating systems) with the following parameters:
 - -u <username>. This value must be a valid Unica Platform user, and you must have configured that user with access to the **TargetDS** and **RuntimeDS** data sources that the ETL process will use.
 - -p <password>. Replace <password> with the password matching the user you specified. If the password for this user is blank, specify two double quotes (as in -p ""). The password is optional when you run the command file; if you omit the password with the command, you are prompted to enter it when the command runs.
 - -c <profileName>. Replace <profileName> with the exact name you specified in the Unica Platform in the Interact | PatternStateETL configuration you created.

The name you enter here must match the value you specified in the **New category name** field when you created the configuration.

• stop. The stop command is required to stop the process. If you use this command, any ongoing ETL operation will complete before the process shuts down.

To shut down the ETL process without waiting for any ongoing operations to complete, use forcestop instead of stop.

The complete command to start the process would therefore take the following form:

command.bat -u <username> -p <password> -c <profileName> stop

Results

The stand-alone ETL process stops.

Chapter 5. Offer serving

You can configure Unica Interact in many ways to enhance how it selects offers to present. The following sections describe these optional features in detail.

Offer eligibility

The purpose of Unica Interact is to present eligible offers. Simply, Unica Interact presents the most optimal among the eligible offers, based on the visitor, the channel, and the situation.

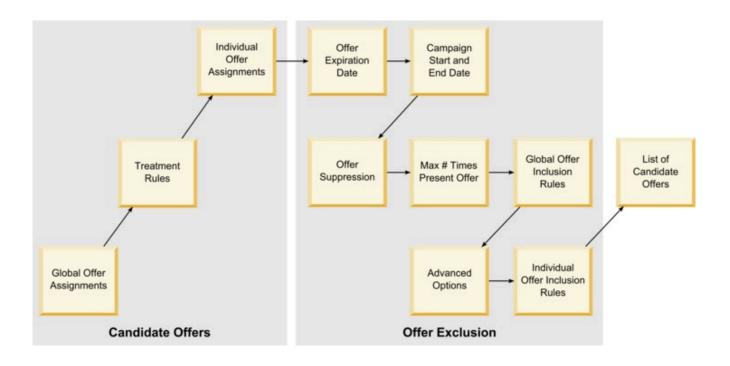
Treatment rules are only the start of how Unica Interact determines which offers are eligible for a customer. Unica Interact has several optional features which you can implement to enhance how the runtime environment determines which offers to present. None of these features guarantee that an offer is presented to a customer. These features influence the probability that an offer is eligible to be presented to a customer. You can use as many or as few of these features as you need to implement the best solution for your environment.

There are three main areas where you can influence offer eligibility: generating the list of candidate offers, determining the marketing score, and learning.

Generating a list of candidate offers

Generating a list of candidate offers has two major stages. The first stage is generating a list of all possible offers for which the customer may be eligible. The second stage is filtering out any offer for which the customer is no longer eligible. There are several places in both stages where you can influence the generation of the candidate offer list.

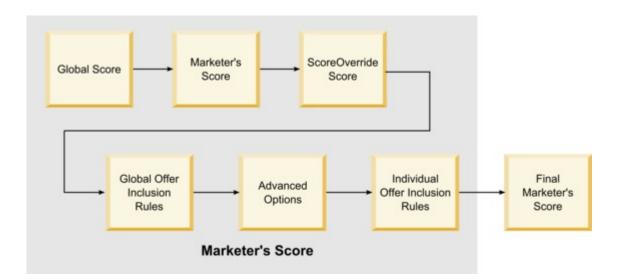
This diagram shows the stages of the candidate offer list generation. The arrows show the order of precedence. For example, if an offer passes the **Max # of times to present an offer** filter, but fails the **Global offer inclusion rules** filter, the runtime environment excludes the offer.



- Global offer assignments You can define global offers by audience level using the global offers table.
- **Treatment rules** The basic method to define offers by segment by interaction point using the interaction strategy tab.
- Individual offer assignments You can define specific offer assignments by customer using the score override table.
- Offer expiration date When you create an offer in Unica Campaign, you can define an expiration date. If the expiration date for an offer has passed, the runtime environment excludes the offer.
- Campaign start and end date When you create a campaign in Unica Campaign, you can define a start and end date for the campaign. If the start date for the campaign has not occurred or the end date for the campaign has passed, the runtime environment excludes the offer.
- Offer suppression You can define offer suppression for specific audience members using the offer suppression table.
- Max # times to present an offer When you define an interactive channel, you define the maximum number of times to present an offer to a customer per session. If the offer has already been presented this number of times, the runtime environment excludes the offer.
- **Global offer inclusion rules** You can define a boolean expression to filter offers on an audience level using the global offers table. If the result is false, the runtime environment excludes the offer.
- Advanced options You can use the Consider this rule eligible if the following expression is true advanced option in a treatment rule to filter offers on a segment level. If the result is false, the runtime environment excludes the offer.
- Individual offer inclusion rules You can define a boolean expression to filter offers on a customer level using the score override table. If the result is false, the runtime environment excludes the offer.

Calculate the marketing score

There are many ways to influence (by using a calculation) or override the marketing score.



This diagram shows the different stages where you can influence or override the marketing score.

The arrows show the order of precedence. For example, if you define an expression to determine the marketing score in the Advanced Options for a treatment rule and define an expression in the score override table, the expression in the score override table takes precedence.

- Global score You can define a score per audience level using the global offers table.
- Marketer's score You can define a score per segment using the slider in a treatment rule.
- Score Override score You can define a score per customer using the score override table.
- **Global offer inclusion rules** You can define an expression which calculates a score per audience level using the global offers table.
- Advanced Options You can define an expression which calculates a score per segment using the Use the following expression as the marketing score advanced option in a treatment rule.
- Score override offer inclusion rules You can define an expression which calculates a score per customer using the score override table.

Influencing learning

If you are using the Unica Interact built-in learning module, you can influence the learning output beyond the standard learning configurations such as the list of learning attributes or the confidence level. You can override components of the learning algorithm while using the remaining components.

You can override learning using the Likelihoodscore and AdjExploreScore columns of the default offers and score override tables. You can add these columns to the default offers and score override tables using the aci_scoringfeature feature script. To properly use these overrides, you need a thorough understanding of Unica Interact built-in learning.

The learning module takes the list of candidate offers and the marketing score per candidate offer and uses them in the final calculations. The offer list is used with the learning attributes to calculate the likelihood (accept probability) that the customer will accept the offer. Using these probabilities and the historical number of presentations to balance between

exploration and exploitation, the learning algorithm determines the offer weight. Finally, the built-in learning takes the offer weight, multiplies it by the final marketing score and returns a final score. The offers are sorted by this final score.

isAudienceAnonymous macro

In release 12.1.7, we introduced a new macro names isAudienceAnonymous.

When you run the isAudienceAnonymous macro it returns whether the effective audience ID in the current session is anonymous (not loaded from the profile data source) or not.

The syntax for running the macro is as follows:

EXTERNALCALLOUT('isAudienceAnonymous')

Suppress offers

You can configure the runtime environment to suppress offers.

There are several ways in which the runtime environment suppresses an offer:

• The Maximum # of times to show any offer during a single visit element of an interactive channel.

You define the **Maximum # of times to show any offer during a single visit** when you create or edit an interactive channel.

The use of an offer suppression table.

You create an offer suppression table in your profile database.

- · Offers whose expiration date has passed.
- Offers from expired campaigns.
- Offers excluded because they do not pass an offer inclusion rule (treatment rule advanced option).
- Offers already explicitly accepted or rejected in a Unica Interact session. If a customer explicitly accepts or rejects an offer, that offer is suppressed during the session.

Enabling offer suppression

Use this procedure to enable offer suppression.

About this task

You can configure Unica Interact to reference a list of suppressed offers.

- 1. Create an offerSuppressionTable, a new table for every audience that contains the audience ID and the offer ID.
- 2. Set the enableOfferSuppressionLookup property to true.
- 3. Set the Interact > profile > offerSuppressionTable property to the name of the offer suppression table for the appropriate audience.

Offer suppression table

The offer suppression table enables you to suppress an offer for a specific audience ID. For example, if your audience is Customer, you can suppress an offer for the customer John Smith. A version of this table for at least one audience level must exist in your production profile database. You can create a sample offer suppression table, <code>uACI_Blacklist</code> by running the <code>aci_usrtab</code> SQL script against your profile database. The <code>aci_usrtab</code> SQL script is located in the <code>ddl</code> directory in your runtime environment installation directory.

You must define the AudienceID and OfferCode1 fields for each row. You can add additional columns if your Audience ID or Offer Code consists of multiple columns. These columns must match the column names defined in Unica Campaign. For example if you define the audience Customer by the fields HHold_ID and MemberNum, you must add HHold_ID and MemberNum to the offer suppression table.

Name	Description
AudienceID	(Required) The name of this column must match the name of the column defining the audience
	ID in Unica Campaign. If your audience ID consists of multiple columns, you can add them to this
	table. Each row must contain the audience ID to which you assign the default offer, for example,
	customer1.
OfferCode1	(Required) The offer code for the offer you are overriding. If your offer codes are made of multiple
	fields, you can add the additional columns, for example <code>offerCode2</code> , and so on.

Ignore Offer Suppression

OfferSuppression for a session can be Ignored using the parameters below:

1. UACIIgnoreBlackList

TRUE - When we pass this parameter as true then all offers available in Black List table will be displayed/returned to user.

FALSE - When this is passed as false then all offer available in Black List table wont be displayed/returned to user

2. UACIIgnoreSuppressionRules

TRUE - When we pass this parameter as true then all suppressed offer on real time will be displayed/returned to user.

FALSE - When we pass this as false then all real time suppressed offer will not be displayed/returned as per rule.

If these parameters are not passed its by default considered as false.

The parameters affect only getOffers calls in that session. After the parameter is set, Interact does not check suppression rules while processing contact and response events, so a contact/response event can be posted to a suppressed offer.

Suppression rules defined on offers are triggered by users' real time activities.

The blacklist table means UACI_BlackList or its equivalent, depending on how customers name it, and ILPB can populate its contents.

Offer deduplication policy

Interact allows the same offer to be configured in multiple sources, and hence it is possible for an offer to becomes eligible with or without different personalized versions.

In such a case, Interact run time provides three options for deciding whether and how to remove duplicate offers via the configuration setting Affinium Interact | offerserving:offerDedupePolicy.

- **De-dupe based on offers** Each offer can be returned at most once, meaning the de-dupe is based on offer codes. This is the current behavior, and will still be the default.
- **De-dupe based on treatments** Each offer can be returned multiple times, but each version (treatment) of an offer is included at most once, meaning the de-dupe is based on treatment codes.
- No de-dupe No de-dupe of any kind is exercised. The client may get exactly the same version of an offer multiple times.

The same de-dupe logic works with getOffersForMultipleInteractionPoints API invocation as well, but only within individual interaction points, not across interaction points in the same API invocation.

Global offers and individual assignments

You can configure the runtime environment to assign specific offers beyond the treatment rules configured on the Interaction Strategy tab. You can define global offers for any member of an audience level and individual assignments for specific audience members. For example, you can define a global offer for all households to see when no others are available, and then create an individual offer assignment for the specific Smith household.

You can constrain both global offers and individual assignments by zone, cell, and offer inclusion rules. Both global offers and individual assignments are configured by adding data to specific tables in your production profile database.

For global offers and individual assignments to function properly, all referenced cell and offer codes must exist in the deployment. To ensure the required data is available, you must configure default cell codes and the UACI_ICBatchOffers table.

Defining the default cell codes

If you use the default offers or score override tables for global or individual offer assignments, you must define default cell codes. The DefaultCellCode is used when there is no defined cell code in a particular row in the default offers or score override tables. Reporting uses this default cell code.

About this task

The DefaultCellCode must match the cell code format that is defined in Unica Campaign. This cell code is used for all offer assignments that appear in reporting.

If you define unique default cell codes, you can easily identify offers that are assigned by the default offers or score override tables.

Define the DefaultCellCode property for each audience level and table type in the IndividualTreatment category.

Defining offers not used in a treatment rule

If you use the default offers or score override tables, you must ensure that all offer codes exist in the deployment. If you know that all offers you use in the default offers or score override tables are used in your treatment rules, the offers exist in the deployment. However, any offer that is not used in a treatment rule must be defined in the uaci_icBatchoffers table.

About this task

The $\tt UACI_ICBatchOffers$ table exists in the Unica Campaign system tables.

Populate the UACI_ICBatchoffers table with offer codes that you use in the default offer or score override tables. The table has the following format:

Column Name	Туре	Description
ICName	varchar(64)	The name of the interactive channel the offer is associated with. If you are using the same offer with two different interactive channels, you must provide a row for each interactive channel.
OfferCode1	varchar(64)	The first part of the offer code.
OfferCode2	varchar(64)	The second part of the offer code.
OfferCode3	varchar(64)	The third part of the offer code.
OfferCode4	varchar(64)	The fourth part of the offer code.
OfferCode5	varchar(64)	The fifth part of the offer code

About the global offers table

The global offers table enables you to define treatments at the audience level. For example, you can define a global offer for every member of the audience Household.

You can define global settings for the following elements of Unica Interact offer serving.

- Global offer assignment
- Global marketer's score, by a number or by an expression
- Boolean expression to filter offers
- · Learning probability and weight, if you are using Unica Interact Built-in Learning
- Global learning override

Assigning global offers

Use this procedure to configure the runtime environment to assign global offers for an audience level, beyond anything that is defined in treatment rules.

1. Create a table that is called <code>UACI_DefaultOffers</code> in your profile database.

To create the UACI_DefaultOffers table with the correct columns, use the aci_usrtab ddl file.

2. Set the Interact > profile > enableDefaultOfferLookup property to true.

Global offer table

The global offer table must exist in your profile database. You can create the global offer table, UACI_DefaultOffers by running the aci_usrtab SQL script against your profile database.

The aci_usrtab SQL script is located in the ddl directory in your runtime environment installation directory .

You must define the AudienceLevel, and OfferCodel fields for each row. The other fields are optional to constrain your offer assignments further or influence the built-in learning at the audience level.

For best performance, you should create an index on this table on the audience level column.

Name	Туре	Description
AudienceLevel	varchar(64)	(Required) The name of the audience level you assign the default offer to, for example, customer or household. This name must match the audience level as defined in Unica Campaign.
OfferCode1	varchar(64)	(Required) The offer code for the default offer. If your offer codes are made of multiple fields, you can add the additional columns, for example <code>offerCode2</code> and so on.
		If you are adding this offer to provide a global offer assignment, you must add this offer to the UACI_ICBatchOffers table.
Score	float	A number to define the marketing score for this offer assignment.
OverrideTypeID	int	If set to 1, if the offer does not exist in the candidate list of offers, add this offer to the list as well as using any score data for the offer. In general, use 1 to provide global offer assignments.
		If set to 0, <i>null</i> , or any number other than 1, use any data for the offer only if the offer exists in the candidate list of offers. In most cases, a treatment rule or individual assignment will override this setting.
Predicate	varchar(4000)	You can enter expressions in this column as for advanced options for treatment rules. You can use the same variables and macros available to you when writing advanced options for treatment rules. The behavior of this column depends on the value in the EnableStateID column.
		 If the EnableStateID is 2, this column works the same as Consider this rule eligible if the following expression is true option in the advanced options for treatment rules to constrain this offer assignment. This column must contain a boolean expression, and resolve to true to include this offer. If you accidentally define an expression that resolves to a number, any non-zero number is considered true and zero is

considered false.

Name	Туре	Description
		 If the EnableStateID is 3, this column works the same as Use the following expression as the marketing score option in the advanced options for treatment rules to constrain this offer. This column must contain an expression that resolves to a number. If the EnableStateID is 1, Unica Interact ignores any value in this column.
		Note: To assign score to an offer, the following sequence is considered.
		 Final score field Score [column] Predicate column If you want to assign score from the predicate column, then you must leave the score column as null.
FinalScore	float	A number to override the final score used to order the final list of returned offers. This column is used if you have enabled the built-in learning module. You can implement your own learning to use this column.
CellCode	varchar(64)	The cell code for a deployed interactive segment to which you want to assign this default offer. If your cell codes are made of multiple fields, you can add the additional columns.
		You must provide a cell code if <code>overrideTypeID</code> is 0 or null. If you do not include a cell code, the run time environment ignores this row of data.
		If the overrideTypeID is 1, you do not have to provide a cell code in this column. If you do not provide a cell code, the runtime environment uses the cell code defined in the DefaultCellCode property for this audience level and table for reporting purposes.
Zone	varchar(64)	The name of the zone to which you want this offer assignment to apply. If NULL, this applies to all zones.
EnableStateID	int	The value in this column defines the behavior of the Predicate column.

Name	Туре	Description	
		• 1 - Do not use the Predicate column.	
		• 2 - Use Predicate as a boolean to filter the offer. This follows	
		the same rules as the Consider this rule eligible if the	
		following expression is true advanced option in a treatment rule.	
		• 3 - Use Predicate to define the marketer's score. This follows	
		the same rules as the Use the following expression as the	
		marketing score advanced option in a treatment rule.	
		Any row where this column is Null or any value other than 2 or 3 ignores the Predicate column.	
LikelihoodScore	float	This column is used only to influence built-in learning. You can add this column with the aci_scoringfeature ddl.	
AdjExploreScore	float	This column is used only to influence built-in learning. You can add this column with the aci_scoringfeature ddl.	
Suppression Count	int	This field is for Exclusive offer suppression. The field is located on the Strategy page. Once you save the Suppression Count in the Strategy Advance Option for rule then the 'Suppression Count' value is updated in this column, By default the value is 0.	
Max Score	int	By default the value is false(0) and in the Strategy once you select Max score for rule and save the Strategy then the value becomes true(1).	

About the score override table

The score override table allows you to define treatments on an audience ID or individual level. For example, if your audience level is Visitor, you can create overrides for specific visitors.

You can define overrides for the following elements of Unica Interact offer serving.

- Individual offer assignment
- Individual marketer's score, by a number or by an expression
- Boolean expression to filter offers
- · Learning probability and weight, if you are using Built-in Learning
- Individual learning override

Configuring score overrides

You can configure Unica Interact to use a score that is generated from a modeling application instead of the marketing score.

1. Create a score override table for each audience level for which you want to provide overrides.

To create a sample score override table with the correct columns, use the aci_usrtab ddl file.

- 2. Set the Interact > Profile > enableScoreOverrideLookup property to true.
- 3. Set the scoreOverrideTable property to the name of the score override table for each audience level for which you want to provide overrides.

You do not need to provide a score override table for every audience level.

Score override table

The score override table must exist in your production profile database. You can create a sample score override table, UACI_ScoreOverride by running the aci_usrtab SQL script against your profile database.

The aci_usrtab SQL script is located in the dal directory in your runtime environment installation directory.

You must define the *AudienceID*, OfferCode1, and Score fields for each row. The values in the other fields are optional to constrain your individual offer assignments further or provide score override information for the built-in learning.

Name	Туре	Description
AudienceID	varchar(64)	(Required) The name of this column must match the name of the column defining the audience ID in Unica Campaign. The sample table created by the aci_usrtab ddl file create this column as the CustomerID column. If your audience ID consists of multiple columns, you can add them to this table. Each row must contain the audience ID to which you assign the individual offer, for example, customer1. For best performance, you should create an index on this column.
OfferCode1	varchar(64)	(Required) The offer code for the offer. If your offer codes are made of multiple fields, you can add the additional columns, for example offerCode2 and so on. If you are adding this offer to provide an individual offer assignment,
		you must add this offer to the UACI_ICBatchOffers table.
Score	float	A number to define the marketing score for this offer assignment.
OverrideTypeID	int	If set to o or <i>null</i> (or any number other than 1), use any data for the offer only if the offer exists in the candidate list of offers. In general, use o to provide score overrides. You must provide a cell code
		If set to 1, if the offer does not exist in the candidate list of offers, add this offer to the list as well as using any score data for the offer. In general, use 1 to provide individual offer assignments.
Predicate	varchar(4000)	You can enter expressions in this column as for advanced options for treatment rules. You can use the same variables and macros available to you when writing advanced options for treatment

Name	Туре	Description
		rules. The behavior of this column depends on the value in the
		EnableStateID Column.
		• If the EnableStateID is 2, this column works the same as Consider this rule eligible if the following expression is
		true option in the advanced options for treatment rules to constrain this offer assignment. This column must contain a boolean expression, and resolve to true to include this offer.
		If you accidentally define an expression that resolves to a number, any non-zero number is considered true and zero is considered false.
		• If the EnableStateID is 3, this column works the same as Use
		the following expression as the marketing score option in
		the advanced options for treatment rules to constrain this offer. This column must contain an expression that resolves to a number.
		 If the EnableStateID is 1, Unica Interact ignores any value in
		this column.
		Note: To assign score to an offer, the following sequence is considered.
		Final score field
		Score [column]
		Predicate column
		If you want to assign score from the predicate column, then you must leave the score column as null.
		Note: Predicate is only used for backward compatibility.
FinalScore	float	A number to override the final score used to order the final list of returned offers. This column is used if you have enabled the built-in learning module. You can implement your own learning to use this column.
CellCode	varchar(64)	The cell code for an interactive segment to which you want to assign this offer. If your cell codes are made of multiple fields, you can add the additional columns.

Name	Туре	Description
		You must provide a cell code if OverrideTypeID is 0 or null. If you do not include a cell code, the run time environment ignores this row of data.
		If the overrideTypeID is 1, you do not have to provide a cell code in this column. If you do not provide a cell code, the runtime environment uses the cell code defined in the DefaultCellCode property for this audience level and table for reporting purposes.
Zone	varchar(64)	The name of the zone to which you want this offer assignment to apply. If NULL, this applies to all zones.
EnableStateID	int	The value in this column defines the behavior of the Predicate column.
		 1 - Do not use the Predicate column. 2 - Use Predicate as a boolean to filter the offer. This follows the same rules as the Consider this rule eligible if the following expression is true advanced option in a treatment rule. 3 - Use Predicate to define the marketer's score. This follows the same rules as the Use the following expression as the marketing score advanced option in a treatment rule. Any row where this column is Null or any value other than 2 or 3 ignores the Predicate column. Note: EnableStateID is only used for backward compatibility.
LikelihoodScore	float	This column is used only to influence built-in learning. You can add this column with the aci_scoringfeature ddl.
AdjExploreScore	float	This column is used only to influence built-in learning. You can add this column with the aci_scoringfeature ddl.
Suppression Count	int	This field is for Exclusive offer suppression. The field is located on the Strategy page. Once you save the Suppression Count in the Strategy Advance Option for rule then the 'Suppression Count' value is updated in this column, By default the value is 0.
Max Score	int	By default the value is false(0) and in the Strategy once you select Max score for rule and save the Strategy then the value becomes true(1).

Name	Туре	Description
SCOREPREDICATEENA BLED	int	1: Use the expression in SCOREPREDICATE column to calculate the marketing score of the offer defined in this record.
		0: Use the value defined in the SCORE column as the marketing score.
SCOREPREDICATE	varchar (4000)	The expression used for calculating the marketing score of the offer defined in this record.
ELIGIBILITYPREDICAT EENABLED	int	1: Use the expression in ELIGIBILITYPREDICATE column to determine whether this rule is eligible for being considered as a candidate offer.
		0: This rule is always eligible.
ELIGIBILITYPREDICAT E	varchar (4000)	The expression used for determining if this rule is eligible.

Unica Interact built-in learning overview

While you do everything you can to ensure that you propose the right offers to the right segments, you can always learn something from actual selections of your visitors. The actual behavior of your visitors should influence your strategy. You can take response history and run it through some modeling tools to get a score which you can include in your interactive flowcharts.

However, this data is not real-time.

Unica Interact provides two options for you to learn from your visitor's actions in real time:

- Built-in learning module The runtime environment has a Naive Bayesian-based learning module. This module monitors customer attributes of your choosing and uses that data to help select which offers to present.
- Learning API The runtime environment also has a learning API for you to write your own learning module.

You do not have to use learning. By default, learning is disabled.

Unica Interact learning module

The Unica Interact learning module monitors visitor's responses to offers and visitor attributes.

Learning module modes

The learning module has two general modes:

- Exploration the learning module serves offers in order so it can gather enough response data to optimize the estimation that is used during the exploitation mode. Offers served during exploration do not necessarily reflect the optimal choice.
- Exploitation after enough data is collected by the exploration phase, the learning module uses the probabilities to help select the offers to present.

The learning module uses two properties to alternates between exploration mode and exploitation mode. The two properties are:

- a confidence level that you configure with the ${\tt confidenceLevel}$ property.
- a probability that the learning module presents a random offer that you configure with the percentRandomSelection property.

Confidence level property

You set the confidenceLevel to a percentage that represents how sure (or confident) the learning module must be before its scores for an offer are used in arbitration. At first, when the learning module has no data to work from, the learning module relies entirely upon the marketing score. After every offer is presented as many times as defined by the minPresentCountThreshold, the learning module enters the exploration mode. Without much data to work with, the learning module is not confident that the percentages it calculates are correct. Therefore, it stays in the exploration mode.

The learning module assigns weights to each offer. To calculate the weights, the learning module uses a formula that takes in as input the configured confidence level, the historical acceptance data, and the current session data. The formula inherently balances between exploration and exploitation, and returns the appropriate weight.

Random selection property

To ensure that the system is not biased toward the offers that perform best during early stages, Unica Interact presents a random offer the percentRandomSelection percent of the time. This random offer percentage forces the learning module to recommend offers other than the most successful to determine whether other offers would be more successful if they had greater exposure. For example, if you configure percentRandomSelection to 5, then 5% of the time the learning module presents a random offer and adds the response data to its calculations.

You can set the % **Random** to specify the change that the returned offer is randomly selected, without considering scores, for each zone on the Interaction Points tab of the Interactive Channel window.

How the learning module determines offers

The learning module determines which offers are presented in the following way.

- 1. Calculates the probability that a visitor selects an offer.
- 2. Calculates the offer weight by using the probability from step 1 and determines whether to be in exploration or exploitation mode.
- 3. Calculates a final score for each offer by using the marketing score and the offer weight from step 2.
- 4. Sorts the offers by the scores that are determined in step 3 and returns the requested number of top offers.

For example, the learning module determines that a visitor is 30% likely to accept offer A and 70% likely to accept offer B and to exploit this information. From the treatment rules, the marketing score for offer A is 75 and 55 for offer B. However, the calculations in step 3 makes the final score for offer B higher than offer A, therefore, the runtime environment recommends offer B.

Note: Multiple response events against a single contact event skews the learning score.

Weight factor properties

Learning is also based on the recencyWeightingFactor property and the recencyWeightingPeriod property. These properties let you to add more weight to more recent data than older data. The recencyWeightingFactor is the percentage of weight to give to the recent data. The recencyWeightingPeriod is the length of time that is recent. For example, you configure the recencyWeightingFactor to 0.30 and the recencyWeightingPeriod to 24. These settings mean that the previous 24 hours of data are 30% of all data considered. For a week's worth of data, all of the data averaged across the first six days is 70% of the data, and the last day is 30% of the data.

Staging table data written

Every session writes the following data to a learning staging table:

- Offer contact
- Offer acceptance
- Learning attributes

At a configurable interval, an aggregator reads the data from the staging table, compiles it, and writes it to a table. The learning module reads this aggregated data and uses it in calculations.

Enabling the learning module

All runtime servers have a built-in learning module. By default, this learning module is disabled. You the enable learning module by changing a configuration property.

In Unica Platform for the runtime environment, edit the following configuration properties in the Interact > offerserving category.

Configuration property	Setting

BuiltInLearning

optimizationType

Learning attributes

The learning module learns using visitor's attributes, the states of Event Patterns and offer acceptance data. You can select which visitor attributes you monitor. These visitor attributes can be anything within a customer profile, including some event parameter you collect in real time.

Attributes from dimensional tables are not supported in learning.

While you can configure any number of attributes to monitor, HCL recommends that you configure no more than ten learning attributes between the static and dynamic learning attributes, as well as follow these guidelines.

Select independent attributes.

Do not select attributes that are similar. For example, if you create an attribute called HighValue, and that attribute is defined by a calculation based on salary, do not select both HighValue and Salary. Similar attributes do not help the learning algorithm.

• Select attributes with discrete values.

If an attribute has value ranges, you must select an exact value. For example, if you want to use salary as an attribute, you should give each salary range a specific value, the range 20,000-30,000 should be A, 30,001-40,000 should be B, and so on.You can also define bins in interact and learning system will automatically do the mapping

Limit the number of attributes you track so you do not impede performance.

The number of attributes you can track depends on your performance requirements and your Unica Interact installation. If you can, use another modeling tool (such as PredictiveInsight) to determine the top ten predictive attributes. You can configure the learning module to automatically prune attributes that are not predictive, but that also has a performance cost.

You can manage performance by defining both the number of attributes you monitor and the number of values per attribute you monitor. The Campaign > partitions > partition1 > Interact > learning > maxAttributeNames property defines the maximum number of visitor attributes you track. The maxAttributeValues property defines the maximum number of values are assigned to a category defined by the value of the otherAttributeValue property. However, the learning engine only tracks the first values it encounters. For example, you are tracking the visitor attribute eye color. You are only interested in the values blue, brown, and green, so you set maxAttributeValues to 3. However, the first three visitors have the values blue, brown, and hazel. This means that all visitors with green eyes are assigned the otherAttributeValue.

You can also use dynamic learning attributes which enable you to define your learning criteria more specifically. Dynamic learning attributes let you learn on the combination of two attributes as a single entry. For example consider the following profile information.

Visitor ID	Card Type	Card Balance
1	Gold Card	\$1,000
2	Gold Card	\$9,000
3	Bronze Card	\$1,000
4	Bronze Card	\$9,000

If you use standard learning attributes, you can only learn on card type and balance individually. Visitors 1 and 2 will be grouped together same based on Card Type, and visitors 2 and 4 grouped based on Card Balance. This may not be an accurate predictor of offer acceptance behavior. If Gold Card holders tend to have higher balances, the behavior of Visitor 2 may be radically different than Visitor 4, which would skew the standard learning attributes. However, if you use dynamic learning attributes, each of these visitors is learned on individually and the predictions will be more accurate.

If you use dynamic learning attributes, and the visitor has two valid values for an attribute, the learning module selects the first value it finds.

If you set the enablePruning property to yes, the learning module algorithmically determines which attributes are not predictive and ceases to consider those attributes when calculating weights. For example, if you are tracking an attribute representing hair color, and the learning module determines that there is no pattern to accepting an offer based on the visitor's hair color, the learning module ceases to consider the hair color attribute. Attributes are re-evaluated every time the learning aggregation process runs (defined by the aggregateStatsIntervalInMinutes property). Dynamic learning attributes are also pruned.

Event pattern states can now be used in Learning. The name of event patterns, with the prefixed value specified in configuration setting Affinium|Campaign|partitions|partition1|Interact|flowchart:eventPatternPrefix, can be added into a learning model and global learning attributes.

They are treated the same as profile attributes.

The values of an event pattern can be one of the following:

- 0 condition not met
- 1 condition met
- -1 expired
- -2 disabled
- -3 not activated yet

Defining a learning attribute

Use this procedure to define a learning attribute.

About this task

You can configure up to the maxAttributeNames number of visitor attributes.

The (*learningAttributes*) is a template to create new learning attributes. You must enter a new name for each attribute. You cannot create two categories with the same name

In Unica Platform for the design environment, edit the following configuration properties in the Campaign > partitions > partitionn > Interact > learning Category.

Configuration property	Setting
attributeName	The attributeName must match the name of a name-value pair in the profile
	data. This name is case-insensitive.

Define dynamic learning attributes

To define dynamic learning attributes, you must populate the UACI_AttributeList table in the Learning data source.

All columns in this table have the type of varchar(64).

Column	Description
AttributeName	The name of the dynamic attribute upon which you want to learn. This value must be an actual value possible in the AttributeNameCol.
AttributeNameCol	The fully qualified column name (hierarchical structure, starting from profile table) where the <pre>AttributeName</pre> can be found. This column name does not have to be a standard learning attribute.
AttributeValueCol	The fully qualified column name (hierarchical structure, starting from profile table) where the associated value for the AttributeName can be found.

Example

For example, consider the following profile table and its associated dimension table.

Table 7. MyProfileTable

	VisitorID	KeyField
1	Key1	
2	Key2	
3	КеуЗ	
4	Key4	

Table 8. MyDimensionTable

KeyField	CardType	CardBalance
Key1	Gold Card	1000
Key2	Gold Card	9000
КеуЗ	Bronze Card	1000
Key4	Bronze Card	9000

The following is a sample ${\tt uACI_AttributeList}$ table matching on card type and balance.

Table 9. UACI_AttributeList

AttributeName	AttributeNameCol	AttributeValueCol
Gold Card	MyProfileTable.MyDimensionTable. CardType	MyProfileTable.MyDimensionTable. CardBalance
Bronze Card	MyProfileTable.MyDimensionTable. CardType	MyProfileTable.MyDimensionTable. CardBalance

Unica Interact AutoBinning

In Interact, the built-in learning algorithm works partly by saving and analysing the values of profile attributes at the time offers were contacted and responded. Some attributes may have virtually unlimited number of unique values. However, due to limited resources in an Interact system, you can save only a small number of them. In addition, often it is more reasonable to do the analysis based on the ranges of the values. You can use this feature is to create such bins in Interact and the learning sub-system will automatically do the mapping.

You can create the bin definitions from *Interact -> Global Learning -> All Bin Definitions* page. While adding, or editing a bin definition you can select profile attributes from list of ALL attributes from all mapped profile tables. The types of a Bin Definition can be either Range or List. The "Range" type can only have mathematic operators, the "List" type can only have "contains" operator and consists of list of values.

Example for "Range" type bin: low income < =30000 30000 < medium income < =60000 high income > 60000 Example for "List" type bin: New England: MA, NH, CT North West: MI, IL

A bin definition is global data across all interactive channels and across all learning models.

All bin definitions will be deployed as part of Global Deployment Data. You can deploy them in any interactive channel, deploying once and deployed for ALL. After that, the new bin definitions are saved into a memory cache, which is visible only to the built-in learning sub-system.

When a contact or response event is posted, the value of a profile attribute is mapped to a bin if such bin exists. The "bin" values is used while logging to the learning tables. If bins are defined for the attribute and the attribute value is not part of any bin definitions, then attribute value will be logged as OTHER in learning tables.

Configuring the runtime environment to recognize external learning modules

You can use the Learning Java[™] API to write your own learning module. You must configure the runtime environment to recognize your learning utility in Unica Platform.

About this task

You must restart the Unica Interact runtime server for these changes to take effect.

1. In Unica Platform for the runtime environment, edit the following configuration properties in the Interact > offerserving category. The configuration properties for the learning optimizer API exist in Interact > offerserving > External Learning Config Category.

Configuration property

Setting

optimizationType

ExternalLearning

Configuration property	Setting
externalLearningClass	class name for the external learning
externalLearningClassPath	The path to the class or JAR files on the runtime server for the external learning. If you are using a server group and all the runtime servers reference the same instance of Unica Platform, every server must have a copy of the class or JAR files in the same location.

2. Restart the Unica Interact runtime server for these changes to take effect.

Chapter 6. Understanding the Unica Interact API

Unica Interact serves offers dynamically to a wide variety of touchpoints. For example, you can configure the runtime environment and your touchpoint to send messages to your call center employees informing them of the best up sell or cross sell prospects for a customer who has called with a specific type of service inquiry. You can also configure the runtime environment and your touchpoint to provide tailored offers to a customer (visitor) who has entered a particular area of your Web site.

The Unica Interact application programming interface (API) allows you to configure your touchpoint and a runtime server to work together to serve the best possible offers. Using the API, the touchpoint can request information from the runtime server to assign the visitor to a group (a segment) and present offers based on that segment. You can also log data for later analysis to refine your offer presentation strategies.

The Unica Interact API also allows for end-user client to server communication through JavaScript.

In order to provide you with the greatest possible flexibility in integrating Unica Interact with your environments, HCL provides a web service accessible using the Unica Interact API.

By default, all parameters are stored in the current session, hence all subsequent APIs are affected. The UACIPreRemoveParameter and UACIPOSTRemoveParameter parameters can be used to remove unwanted parameters from the session.

A flag transient is added to all API parameters. If a parameter's value is **INVOCATION** (1), then that parameter is effective only during the process of this API invocation. The default is **SESSION** (0).

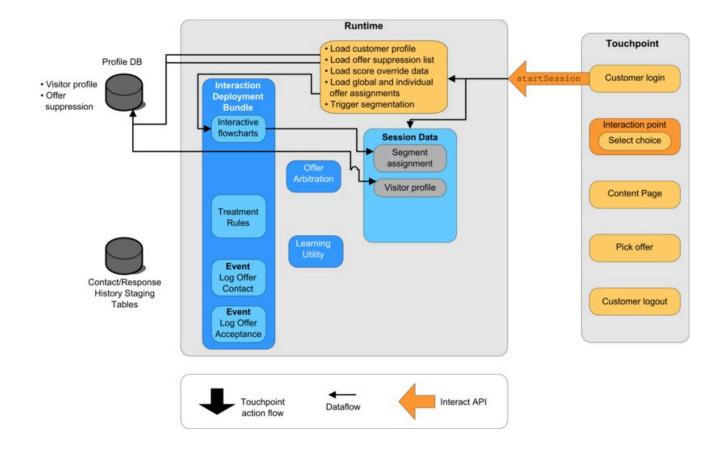
Unica Interact API dataflow

This example shows how the API works between your touchpoint and the runtime environment. The visitor takes only four actions - log in, navigate to page that displays offers, select an offer, and log out. You can design your integration to be as complicated as you need, within the limits of your performance requirements.

This diagram shows a simple implementation of the Unica Interact API.

A visitor logs in to a website and navigates to a page that displays offers. The visitor selects an offer and logs out. While the interaction is simple, several events occur both in the touchpoint and the runtime server:

- 1. Starting a session
- 2. Navigating to a page
- 3. Selecting an offer
- 4. Closing the session



Starting the session

When the visitor logs in, it triggers a startSession.

The startSession method does four things:

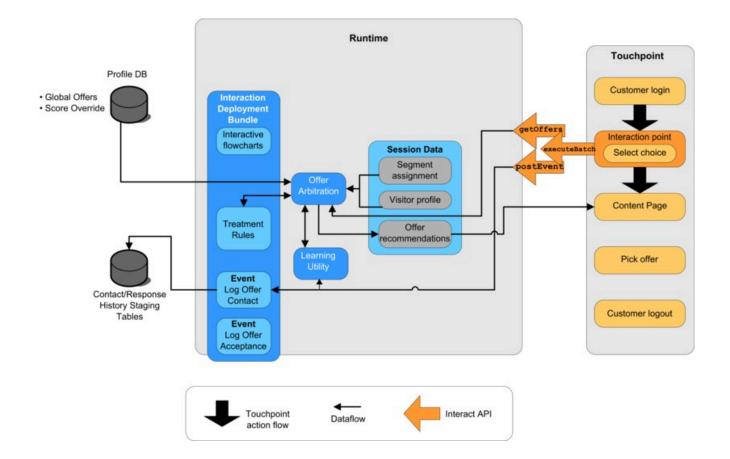
- 1. It creates a new runtime session
- 2. It sends a request to load the customer profile data into the session
- 3. It sends a request to use the profile data and start an interactive flowchart to place the customer into segments. This flowchart run is asynchronous.
- 4. The runtime server loads any offer suppression and global and individual offer treatment information into the session. The session data is held in memory during the session.

Navigating to a page

The visitor navigates the site until the visitor reaches a pre-defined interaction point. In the figure, the second interaction point (Select choice) is a place where the visitor clicks a link that presents a set of offers. The touchpoint manager configured the link to trigger an executeBatch method for selecting an offer.

Selecting an offer

This diagram shows the API call that triggers the executeBatch method.

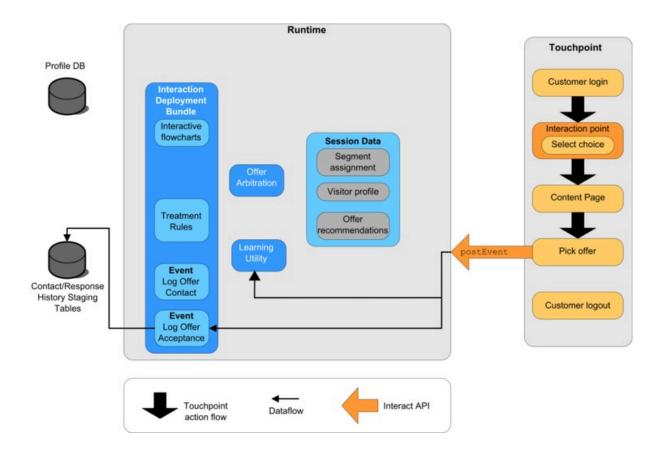


The executeBatch method lets you call more than one method in a single call to the runtime server. This particular executeBatch calls two other methods, getoffers and postEvent. The getoffers method requests a list of offers. The runtime server uses the segmentation data, the offer suppression list, the treatment rules, and the learning module to propose a set of offers. The runtime server returns a set of offers that are displayed on the content page.

The postEvent method triggers one of the events that are defined in the design environment. In this particular case, the event sends a request to log the offers that are presented to contact history.

The visitor selects one of the offers (Pick offer).

This diagram shows the postEvent method.

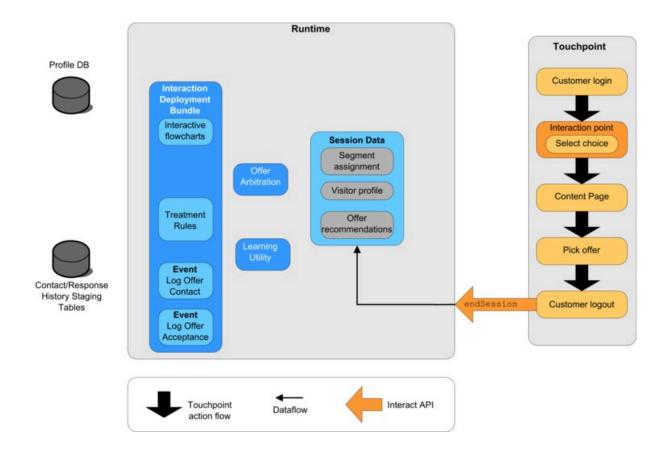


The user interface control that is associated with selecting the offer is configured to send another postEvent method. This event sends a request to log the offer acceptance to response history.

Closing the session

After the visitor selects the offer, the visitor is finished with the website and logs out. The log out command is linked to the endSession method.

This diagram shows the endSession method.



The endSession method closes the session. If the visitor forgets to log out, there is a configurable session timeout to ensure that all sessions eventually end. If you want to keep any of the data passed to the session, such as information included in parameters in the startSession or setAudience methods, work with the person who creates interactive flowcharts. The person who creates an interactive flowchart can use the Snapshot process to write that data to a database before the session ends and that data is lost. You can then use the postEvent method to call the interactive flowchart that contains the Snapshot process.

Simple interaction planning example

In this example, you are designing an interaction for a cellular phone company's website. You create three different offers, set up logging for the offers, assign treatment codes to the offer, and show a series of pictures that link to the offers.

Design process

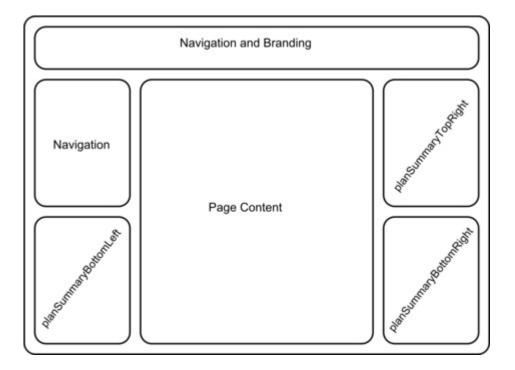
To design an interaction for this client, you:

- 1. Identify the requirements for the client's summary page
- 2. Create interaction points for the offer requirements
- 3. Configure logging for the offers
- 4. Create treatment codes
- 5. Link a series of rotating images to the offers

This example is basic, and does not show the best way to write the integration. For example, none of these examples include any error checking that uses the Response class.

Identify requirements for the cell phone plan summary page

The following diagram shows the layout for the cell phone plan summary page.



You define the following items to meet the requirements for the cell phone plan summary page:

Requirement	Implementation
One offer to be displayed in a zone that is dedicated to of- fers about upgrades	 Interaction point: ip_planSummaryBottomRight Event: evt_logOffer
The area on the page that displays the upgrade offer must be defined. Also, after Unica Interact picks an offer to dis- play, the information must be logged.	
Two offers for phone upgrades Each area on the page that displays the phone upgrades must be defined.	 Interaction point: ip_planSummaryTopRight Interaction point: ip_planSummaryBottomLeft
For analysis, you need to log which offers are accepted, and which offers are rejected.	 Event: evt_offerAccept Event: evt_offerReject

Requirement	Implementation
You also know that you must pass the treatment code of an offer whenever you log an offer contact, acceptance, or rejection.	NameValuePair
Display three rotating images on the page. Link the images to the offers.	

Create Interaction points

Now you can ask the design environment user to create the interaction points and events for you while you start to code the integration with your touchpoint.

For each interaction point that displays an offer, you need to first get an offer, then extract the information that you need to display the offer. For example, request an offer for the lower right area of your web page (planSummaryBottomRight)

Response response=getOffers(sessionID, ip_planSummaryBottomRight, 1)

This response call returns a response object that includes an offerList response. However, your web page cannot use an offerList object. You need an image file for the offer, which you know is one of the offer attributes (offerImg). You need to extract the offer attribute you need from the offerList.

```
OfferList offerList=response.getOfferList();
if(offerList.getRecommendedOffers() != null)
{
    Offer offer = offerList.getRecommendedOffers()[0];
    NameValuePair[] attributes = offer.getAdditionalAttributes();
    for(NameValuePair attribute: attributes)
    {
        if(attribute.getName().equalsIgnoreCase("offerImg"))
        {
            /* Use this value in your code for the page, for
            example: stringHtml = "<img src="+attribute.getValueAsString()+ " >  */
        }
    }
}
```

Configure logging

Now that you are displaying the offer, you want to log it as a contact.

```
NameValuePair evtParam_TreatmentCode = new NameValuePairImpl();
evtParam_TreatmentCode.setName("UACIOfferTrackingCode");
evtParam_TreatmentCode.setValueAsString(offer.getTreatmentCode());
evtParam_TreatmentCode.setValueDataType(NameValuePair.DATA_TYPE_STRING);
postEvent(session/D, evt_logOffer, evtParam_TreatmentCode)
```

Instead of calling each of these methods singularly, you can use the executeBatch method, as shown in the following

example for the planSummaryBottomLeft portion of the web page.

```
Command getOffersCommand = new CommandImpl();
getOffersCommand.setMethodIdentifier(Command.COMMAND_GETOFFERS);
getOffersCommand.setInteractionPoint(ip_planSummaryBottomLeft);
getOffersCommand.setNumberRequested(1);
```

```
Command postEventCommand = new CommandImpl();
postEventCommand.setMethodIdentifier(Command.COMMAND_POSTEVENT);
postEventCommand.setEvent(evt_logOffer);
/** Build command array */
Command[] commands =
{
getOffersCommand,
postEventCommand
};
/** Make the call */
BatchResponse batchResponse = api.executeBatch(sessionId, commands);
```

You do not need to define the UACIOFFErTrackingCode in this example. The Unica Interact runtime server automatically logs the last recommended list of treatments as contacts if you do not supply the UACIOFFErTrackingCode.

Create treatment codes

Where necessary, you create a NameValuePair to contain the treatment code, as in the following example.

```
NameValuePair evtParam_TreatmentCode = new NameValuePairImpl();
evtParam_TreatmentCode.setName("UACIOfferTrackingCode");
evtParam_TreatmentCode.setValueAsString(offer.getTreatmentCode());
evtParam_TreatmentCode.setValueDataType(NameValuePair.DATA_TYPE_STRING);
```

Link images to offers

For the second area on the page that displays a phone upgrade, you wrote something to change the image displayed every 30 seconds. You decide to rotate between three images and you use the following to retrieve the set of offers to cache for use in your code to rotate the images.

```
Response response=getOffers(sessionID, ip_planSummaryBottomLeft, 3)
OfferList offerList=response.getOfferList();
if(offerList.getRecommendedOffers() != null)
{
 for(int x=0;x<3;x++)</pre>
 {
 Offer offer = offerList.getRecommendedOffers()[x];
 if(x==0)
  {
  // grab offerimg attribute value and store somewhere;
  // this will be the first image to display
 }
 else if(x==1)
  {
  // grab offerimg attribute value and store somewhere;
  // this will be the second image to display
  }
 else if(x==2)
  {
   // grab offerimg attribute value and store somewhere;
   // this will be the third image to display
 }
}
}
```

You must write your client code fetch from the local cache and log to contact only once for each offer after its image is displayed. To log the contact, the UACITrackingCode parameter needs to be posted as before. Each offer has a different tracking code.

```
NameValuePair evtParam_TreatmentCodeSTR = new NameValuePairImpl();
NameValuePair evtParam_TreatmentCodeSBR = new NameValuePairImpl();
NameValuePair evtParam_TreatmentCodeSBL = new NameValuePairImpl();
OfferList offerList=response.getOfferList();
if(offerList.getRecommendedOffers() != null)
 for(int x=0;x<3;x++)</pre>
  Offer offer = offerList.getRecommendedOffers()[x];
  if(x==0)
  {
  evtParam_TreatmentCodeSTR.setName("UACIOfferTrackingCode");
   evtParam_TreatmentCodeSTR.setValueAsString(offer.getTreatmentCode());
   evtParam_TreatmentCodeSTR.setValueDataType(NameValuePair.DATA_TYPE_STRING);
  }
  else if(x==1)
  {
   evtParam_TreatmentCodeSBR.setName("UACIOfferTrackingCode");
  evtParam_TreatmentCodeSBR.setValueAsString(offer.getTreatmentCode());
   evtParam_TreatmentCodeSBR.setValueDataType(NameValuePair.DATA_TYPE_STRING);
  }
  else if(x==2)
  {
   evtParam_TreatmentCodeSBL.setName("UACIOfferTrackingCode");
   evtParam_TreatmentCodeSBL.setValueAsString(offer.getTreatmentCode());
   evtParam_TreatmentCodeSBL.setValueDataType(NameValuePair.DATA_TYPE_STRING);
  }
 }
}
```

For each offer, if the offer is clicked, you log the offer that is accepted and the offers that are rejected. (In this scenario, offers not explicitly selected are considered rejected.) The following is an example if the <code>ip_planSummaryTopRight</code> offer is selected:

```
postEvent(session/D, evt_offerAccept, evtParam_TreatmentCodeSTR)
postEvent(session/D, evt_offerReject, evtParam_TreatmentCodeSBR)
postEvent(session/D, evt_offerReject, evtParam_TreatmentCodeSBL)
```

In practice, it would be best to send these three postEvent calls with the executeBatch method.

Designing the Unica Interact API integration

Building your Unica Interact API integration with your touchpoint requires some designing before you can begin implementation. You need to work with your marketing team to decide on where in your touchpoint you want the runtime environment to serve offers (define your interaction points) and what other kind of tracking or interactive functionality you want to use (define your events).

In the design phase, these may be mere outlines. For example, for a telecommunications web site, the customer's plan summary page should display one offer regarding plan upgrade and two offers for phone upgrades.

Once your company has decided where and how they wish to interact with customers, you need to use Unica Interact to define the details. A flowchart author needs to design the interactive flowcharts that will be used when re-segmentation events occur. You need to decide on the number and names of interaction points and events, as well as what data needs to be passed along for proper segmentation, event posting, and offer retrieval. The design environment user defines the interaction points and events for the Interactive Channel. You then use those names as you code the integration with your touchpoint in the runtime environment. You should also define what metric information is required, to define when you need to log offer contacts and responses.

Points to consider

When you design an interaction, keep in mind the effects that no eligible offer, an unreachable runtime server, process timing have on the interaction. Be specific when you define offer rejections. Consider the optional product features that can enhance the interaction.

When you are designing your interaction:

Create some default filler content

Create default filler content, a benign branding message or empty content, for every interaction point where offers can be presented. This filler content is used when there are no offers eligible to be served to the current visitor in the current situation. You assign this default filler content as the default string for the interaction point.

Include an alternative method of presenting content

Include some method of presenting content in case your touchpoint cannot reach the runtime server group for some unforeseen reason.

Consider the time that running flowcharts takes

When you trigger events that resegment your visitor, including postEvent and setAudience, keep in mind that running flowcharts does take some amount of time. The getOffers method waits until segmentation is finished before the getOffers method runs. Overly frequent resegmentation can hinder getOffers call response performance.

Decide what an "offer rejection" means

Several reports, such as the Channel Offer Performance Summary report, present the number of times an offer is rejected. This report shows the number of times a postEvent triggered a Log Offer Rejection action. You need to determine whether the Log Offer Rejection action is for an actual rejection, such as clicking a link labeled **No**, **thanks**. Or is Log Offer Rejection action for an offer that is ignored, such as a page that displays three different banner ads, none of which are selected.

Decide which offer selection features to use

There are several optional features you can use to enhance Unica Interact offer selection. These features include:

- Learning
- Offer suppression

- Individual offer assignments
- · Other elements of offer serving

You need to determine how many, if any, of these optional features would enhance your interactions.

API Authentication

This feature provides you the option to enable authentication on Unica Interact API calls. When it is enabled, Unica Interact RT checks if an incoming API request has a valid authentication token, if not, it authenticates it using the supplied username and password with Unica Platform or LDAP. The request is rejected if the token is not valid and username / password is not valid. Each token has a non-extendable lifetime of the Unica Interact session cache becomes timeout. The token is tied with the session-Id, which is provided during the startSession() API call. So all the other API calls validate this token before proceeding. This feature is disabled by default.

Note:

Third-party applications that intercept or modify network requests (e.g. load balancers, firewalls, proxies, request filters, antivirus, etc.) may interfere with Interact API / Deployment / Authentication requests.

Interact authentication may fail during deployment despite correct credentials, if third party applications (load balancers, firewalls, proxies, request filters, antivirus, etc.) are configured to intercept or rewrite messages on the network or app server. The result can be Interact deployment messages having their content length set to 0 by a third party, even though they have the correct authentication response content. Campaign has provided a workaround that reads the content regardless of the content-length tampering, thus restoring successful deployment authentication responses until the reason for the third-party tampering is found. This is not an Interact problem and you must contact Campaign support for the fix.

Chapter 7. Managing the Unica Interact API

Whenever you use the startSession method, you create a Unica Interact runtime session on the runtime server. You can use configuration properties to manage the sessions on a runtime server.

You may need to configure these settings as you implement your Unica Interact integration with your touchpoint.

These configuration properties are in the sessionManagement category.

Locale and the Unica Interact API

You can use Unica Interact for non-English touchpoints. The touchpoint and all strings in the API use the locale defined for the runtime environment user.

You can select only one locale per server group.

For example, in the runtime environment, you create two users, asm_admin_en with the user locale set to English, and asm_admin_fr with the user locale set to French. If your touchpoint is designed for French speakers, define the asmUserForDefaultLocale property for the runtime environment as asm_admin_fr. When the client library (interact_client.jar) is used to connect the client application to Interact run time servers, an HTTP proxy can be configured optionally with authentication between the client application and Interact runtime. To enable the proxy for Interact APIs, add below JVM parameters and restart the application server where client application is deployed.

-Dcom.hcl.interact.http.proxyHost=<IP address of the proxy server>

-Dcom.hcl.interact.http.proxyPort=<Listening port of the proxy server>

Please below parameters when authentication is required for the proxy server.

-Dcom.hcl.interact.http.proxyUsername= <Username for connecting to the proxy server. don't include if no authentication required>

-Dcom.hcl.interact.http.proxyPassword=<Password for connecting to the proxy server. don't include if no authentication required>

About JMX monitoring

Unica Interact provides Java[™] Management Extensions (JMX) monitoring service that you can access with any JMX monitoring application. This JMX monitoring enables you to monitor and manage your runtime servers.

The JMX attributes provide a lot of detailed information about the runtime server. For example, the JMX attribute ErrorCount gives the number of error messages logged since last reset or system start. You can use this information to see how often there are errors in your system. If you have coded your web site to only call an end session if someone completes a transaction, you could also compare the startSessionCount to the endSessionCount to see how many transactions are incomplete.

Unica Interact supports the RMI and JMXMP protocols, as defined by JSR 160. You can connect to the JMX monitoring service with any JSR160-compliant JMX client.

Interactive flowcharts can be monitored with JMX monitoring only. Information about Interactive flowcharts does not appear in Unica Campaign Monitoring.



Note: If you are using IBM® WebSphere® with a node manager, you must define the Generic JVM Argument to enable JMX monitoring.

JMX monitoring for Interact Design Time

Configuring JMX monitoring for the contact and response history module

Use this procedure to configure JMX monitoring for the contact and response history module. The JMXMP and RMI protocols are supported. Configuring JMX monitoring does not enable security for the contact and response history module. You use the Unica Platform for the design environment to configure the JMX monitoring.

About this task

To use your JMX monitoring tool for the contact and response history module, the default address that is used for:

- The JMXMP protocol is service:jmx:jmxmp://InteractDTServer:port/.
- The RMI protocol is service:jmx:rmi:///jndi/rmi://InteractDTServer:port/InteractDT.

When you view the data in your JMX monitoring tool, the results attributes are organized first by partition and next by audience level.

In Unica Platform for the design environment, edit the following configuration properties in the Affinium | InteractDT | general | monitoring category.

Configuration property	Setting
Enabled	True
port	The port number for the JMX service
protocol	The protocol to use:
	• JMXMP
	• RMI
	Security is not enabled for the contact and response history module,
	even if you select the JMXMP protocol.

Accessing and Using JMX Statistics

From version 12.1.7 onwards, access JMX statistics from the Interact settings menu.

Accessing JMX Statistics

Use JMX Statistics as a monitoring mechanism for tracking system performance and checking the load on the Interact modules.

About this task

Interact 12.1.7 captures statistics for the following functionalities of Interact Design Time:

- Interact Cache (Offers / Audience / Segments)
- ETL
- External APIs
- Interact Internal APIs

Earlier, JMX statistics used to capture details for ETL. In 12.1.7, we have included Interact Cache (Offers / Audiences / Segments), External APIs, and Interact Internal APIs. For JMX Statistics to work, set the property named **Enable** to TRUE. For more information, see Configuring JMX monitoring for the contact and response history module on page 92.

To access JMX Statistics, complete the following steps:

1. From the Unica homepage, navigate to Settings > Interact settings

Result

The Interact settings page opens.

2. Within the Development kit section, we have introduced a new menu item named JMX Statistics.

Using JMX Statistics

To use JMX Statistics, complete the following steps

Before you begin

See Accessing JMX Statistics on page 93.

1. Click JMX Statistics.

Result

A page appears containing the results.

- 2. Based on the following types, you will see the statistics for the corresponding attributes:
 - a. type=InteractCache,group=Audience/Offers/Segments:

For type InteractCache, you will see the following self-explanatory attributes, even if the group is Audience,

Offer, **Of** Segment:

- NumOfReloads
- AvgLoadTime
- CurrentNumOfRecords
- AvgNumOfRecords
- LastReloadDatetime
- LastReloadDuration

- b. For type InteractAPIs, which represents Interact Internal APIs, you will see the following self-explanatory attributes:
 - AvgResponseTime
 - NumOfFailedCalls
 - LastExecutionDatetime
 - LastResponseTime
 - NumOfCalls
- c. For type ExternalAPIs, which represents External APIs, you will see the following self-explanatory attributes:
 - AvgResponseTime
 - NumOfFailedCalls
 - LastExecutionDatetime
 - LastResponseTime
 - NumOfCalls

d. For type ETL, JMX attributes on page 96.

JMX Monitoring for Interact Run Time

Configuring Unica Interact to use JMX monitoring with the RMI protocol

Use this procedure to configure Unica Interact to use JMX monitoring with the RMI protocol.

About this task

The default address for monitoring for the RMI protocol is service:jmx:rmi:///jndi/rmi://RuntimeServer:port/interact.

In Unica Platform for the runtime environment, edit the following configuration properties in the Interact > monitoring category.

Configuration property	Setting
protocol	RMI
port	The port number for the JMX service
enableSecurity	False
	The Unica Interact implementation of the RMI protocol does not support security.

Configuring Unica Interact to use JMX monitoring with the JMXMP protocol

Use this procedure to configure Unica Interact to use JMX monitoring with the JMXMP protocol.

Before you begin

The JMXMP protocol requires two extra libraries in the following order in the classpath, InteractJMX.jar and jmxremote_optional.jar. Both of these files can be found in the lib directory of your runtime environment installation.

About this task

If you enable security, the user name and password must match a user in Unica Platform for the runtime environment. You cannot use an empty password.

The default address for monitoring for the JMXMP protocol is service:jmx:jmxmp://RuntimeServer:port.

- 1. Verify that the InteractJMX.jar and jmxremote_optional.jar libraries are in the classpath in order. If they are not in the classpath, add them to the classpath.
- 2. In Unica Platform for the runtime environment, edit the following configuration properties in the Interact > monitoring Category.

Configuration property	Setting	
protocol	ЈМХМР	
port	the port number for the JMX service	
enableSecurity	False to disable security, or True to enable security	

Configuring Unica Interact to use the jconsole scripts for JMX monitoring

If you do not have a separate JMX monitoring application, you can use the jconsole that is installed with the JVM. You can start the jconsole with the startup scripts in the Interact/tools directory.

About this task

The jconsole script uses the JMXMP protocol for monitoring by default. The default settings for jconsole.bat are:

The JMXMP connection

```
%JAVA_HOME%\bin\jconsole.exe -J-Djava.class.path=%JAVA_HOME%
\lib\jconsole.jar;INTERACT_LIB%\interactJMX.jar; INTERACT_LIB%
\jmxremote_optional.jar service:jmx:jmxmp://%HOST%:%PORT%
```

The RMI connection

- 1. Open Interact\tools\jconsole.bat (Windows[™]) or Interact/tools/jconsole.sh (UNIX) in a text editor.
- 2. Set INTERACT_LIB to the full path to the InteractInstallationDirectory/lib directory.
- 3. Set HOST to the host name of the runtime server you want to monitor.
- 4. Set PORT to the port you configured JMX to listen on with the Interact > monitoring > port property.
- 5. **Optional:** If you are using the RMI protocol for monitoring, add a comment before the JMXMP connection and remove the comment before the RMI connection.

Example

JMX attributes

There are multiple attributes available for JMX monitoring. Design environment attributes include contact response history ETL monitoring. Runtime environment attributes include exceptions, several different flowchart attributes, locale, logger, and thread pool statistics. Several service statistics attributes are also available. All data that is provided by JMX monitoring is since the last reset or system start. For example, a count is of the number of items since last reset or system start, not since installation.

Contact Response History ETL Monitor attributes

The Contact Response History ETL Monitor attributes are part of the design environment. All of the following attributes are part of the runtime environment.

Attribute	Description
AvgCHExecutionTime	The average number of milliseconds it takes for the contact and response history module to write to the contact history table. This average is calculated only for the operations that were successful and for which there was at least one record that was written to the contact history table
AvgETLExecutionTime	The average number of milliseconds it takes for the contact and response history module to read data from the runtime environment. The average includes the time for successful as well as failed operations.
AvgRHExecutionTime	The average number of milliseconds it takes for the contact and response history module to write to the response history table. This average is calculated only for the operations that were successful and for which there was at least one record that was written to the response history table.
ErrorCount	The number of error messages that were logged since last reset or system start, if any.
HighWaterMarkCHExecutionTime	The maximum number of milliseconds it took for the contact and response history module to write to the contact history table. This value is calculate only for the operations that were successful and

Table 10. Contact Response History ETL Monitor

Attribute	Description
	for which there was at least one record that was written to the contact history table.
HighWaterMarkETLExecutionTime	The maximum number of milliseconds it took for the contact and response history module to read data from the runtime environment. The calculation includes both successful as well as failed operations.
HighWaterMarkRHExecutionTime	The maximum number of milliseconds it took for the contact and response history module to write to the response history table. This value is calculated only for the operations that were successful and for which there was at least one record that was written to the response history table.
LastExecutionAverage	The number of milliseconds the contact and response history module took to perform each copy.
NumberOfExecutions	The number of times the contact and response history module has run since initialization.
LastExecutionStart	The time the last run of the contact and response history module started.
LastExecutionSuccessful	If true, the last run of the contact and response history module was successful. If false, an error occurred.
NumberOfContactHistoryRecordsMarked	The number of contact history records in the UACI_CHStaging table that are being moved during the current run of the contact and response history module. This value is greater than zero only if the contact and response history module is running.
NumberOfResponseHistoryRecordsMarked	The number of response history records in the UACI_RHStaging table that are being moved during the current run of the contact and response history module. This value is greater than zero only if the contact and response history module is running.

Table 10. Contact Response History ETL Monitor (continued)

Exception attributes

Exception attributes are part of the runtime environment.

Table 11. Exceptions

Attribute	Description
errorCount	The number of error messages that were logged since last reset or system start.
warningCount	The number of warning messages that were logged since last reset or system start.

Flowchart Engine Statistics attributes

Flowchart Engine Statistics attributes are part of the runtime environment.

Attribute	Description
activeProcessBoxThreads	Active count of flowchart process threads (shared between all executions) that are currently running.
activeSchedulerThreads	Active count of Flowchart Scheduler threads that are currently running.
avgExecutionTimeMillis	Average flowchart execution time in milliseconds.
CurrentJobsInProcessBoxQueue	The number of jobs that are waiting to be run by flowchart process threads.
CurrentJobsInSchedulerQueue	The number of jobs that are waiting to be run by Flowchart Scheduler threads.
maximumProcessBoxThreads	Maximum number of flowchart process threads (shared between all executions) that can be run.
maximumSchedulerThreads	Maximum number of Flowchart Scheduler threads (one thread per execution) that can be run.
numExecutionsCompleted	Total number of flowchart executions that completed.
numExecutionsStarted	Total number of flowchart executions started.

Table 12. Flowchart Engine Statistics

Specific flowcharts by interactive channel attributes

Specific flowcharts by interactive channel attributes are part of the runtime environment.

Attribute	Description
AvgExecutionTimeMillis	Average execution time in milliseconds for this flowchart in this interactive channel.
HighWaterMarkForExecutionTime	Maximum execution time in milliseconds for this flowchart in this interactive channel.
LastCompletedExecutionTimeMillis	Execution time in milliseconds for the last completion of this flowchart in this interactive channel.
NumExecutionsCompleted	Total number of executions that have completed for this flowchart in this interactive channel.
NumExecutionsStarted	Total number of executions that are started for this flowchart in this interactive channel.
Locale attributes	
Locale attributes are part of the runtime environme	nt.
Table 14. Locale	
Attribute	Description
locale	Locale setting for JMX client.
Logger Configuration attributes	
Logger Configuration attributes are part of the runti	me environment.
Table 15. Logger Configuration	
Attribute	Description
category	Change the log category on which the log level can be manipulated.
Services Thread Pool Statistics attributes	
Services Thread Pool Statistics attributes are part o	of the runtime environment.
Table 16. Services Thread Pool Statistics	
Attribute	Description
activeContactHistThreads	The approximate number of threads that are

Table 13. Specific flowcharts by interactive channel

Attribute	Description
activeContactHistThreads	The approximate number of threads that are
	actively running tasks for Contact History and
	Response History.

Attribute	Description
activeFlushCacheToDBThreads	The approximate number of threads that are actively running tasks to flush cached statistics to the data store.
activeOtherStatsThreads	The approximate number of threads that are actively running tasks for Eligible Stats, Event Activities, and Default Stats.
CurrentHighWaterMarkInContactHistQueue	Greatest number of entries queued to be logged by the service that collects the contact and response history data.
CurrentHighWaterMark InFlushCachetoDBQueue	Greatest number of entries queued to be logged by the service that writes the data in the cache to the database tables.
CurrentHighWaterMarkInOtherStatsQueue	Greatest number of entries queued to be logged by the service that collects the offer eligibility statistics, default string usage statistics, event activity statistics, and the custom log to table data.
currentMsgsInContactHistQueue	The number of jobs in the queue for the thread pool that is used for Contact History and Response History.
currentMsgsInFlushCacheToDBQueue	The number of jobs in the queue for the thread pool that is used to flush cached statistics to the data store.
currentMsgsInOtherStatsQueue	The number of jobs in the queue for the thread pool that is used for Eligible Stats, Event Activities, and Default Stats.
maximumContactHistThreads	The largest number of threads that have ever simultaneously been in the pool that is used for Contact History and Response History.
maximumFlushCacheToDBThreads	The largest number of threads that have ever simultaneously been in the pool that is used for flushing cached statistics to the data store.
maximumOtherStatsThreads	The largest number of threads that have ever simultaneously been in the pool that is used for Eligible Stats, Event Activities, and Default Stats.

Table 16. Services Thread Pool Statistics (continued)

Service Statistics attributes

The Service Statistics consist of a set of attributes for each service.

- ContactHistoryMemoryCacheStatistics The service that collects data for the contact history staging tables.
- CustomLoggerStatistics The service that collects custom data to write to a table (an event that uses the UACICustomLoggerTableName event parameter).
- Default Statistics The service that collects the statistics regarding the number of times the default string for the interaction point was used.
- Eligibility Statistics The service that writes the statistics for eligible offers.
- Event Activity Statistics The service that collects the event statistics, both system events such as getOffer or startSession and user events that are triggered by postEvent.
- Response History Memory Cache Statistics The service that writes to the response history staging tables.
- Cross-session Response Statistics The service that collects the cross-session response tracking data.

Attribute	Description
Count	The number of messages processed.
ExecTimeInsideMutex	The amount of time spent processing messages for this service, excluding time spent waiting for other threads, in milliseconds. If there is a great difference between ExecTimeInsidMutex and ExecTimeMillis, you might need to change the thread pool size for the service.
ExecTimeMillis	The amount of time spent processing messages for this service, including time spent waiting for other threads, in milliseconds.
ExecTimeOfDBInsertOnly	The amount of time in milliseconds spent processing the batch insert portion only.
HighWaterMark	The maximum number of messages that are processed for this service.
NumberOfDBInserts	The total number of batch inserts run.
TotalRowsInserted	The total number of rows that are inserted into the database.

Table 17. Service Statistics

Service Statistics - Database Load Utility attributes

Service Statistics - Database Load Utility attributes are part of the runtime environment.

Attribute	Description
ExecTimeOfWriteToCache	The amount of time in milliseconds spent writing to file cache, including writing to files and getting the primary key from database when necessary.
ExecTimeOfLoaderDBAccessOnly	The amount of time in milliseconds spent running database loader portion only.
ExecTimeOfLoaderThreads	The amount of time in milliseconds spent by database loader threads.
ExecTimeOfFlushCacheFiles	The amount of time in milliseconds spent flushing the cache and re-creating new ones.
ExecTimeOfRetrievePKDBAccess	The amount of time in milliseconds spent retrieving the primary key database access.
NumberOfDBLoaderRuns	The total number of database loader runs.
NumberOfLoaderStagingDirCreated	The total number of staging directories that are created.
NumberOfLoaderStagingDirRemoved	The total number of staging directories that are removed.
NumberOfLoaderStaging DirMovedToAttention	The total number of staging directories that are renamed to attention.
NumberOfLoaderStagingDirMovedToError	The total number of staging directories that are renamed to error.
NumberOfLoaderStagingDirRecovered	The total number of staging directories recovered, including at startup time and rerun by background threads.
NumberOfTimesRetrievePKFromDB	The total number of times the primary key was retrieved from database.
NumberOfLoaderThreadsRuns	The total number of database loader threads runs.
NumberOfFlushCacheFiles	The total number of times the file cache was flushed.

Table 18. Service Statistics - Database Load Utility

API Statistics attributes

API Statistics attributes are part of the runtime environment.

Table 19. API Statistics	
Attribute	Description
endSessionCount	The number of endSession API calls since last reset or system start.

Table 19. API Statistics (continued)

Attribute	Description
endSessionAverage	Time that is elapsed for the each endSession API call in milliseconds.
executeBatchCount	The number of $_{\tt executeBatch}$ API calls since last reset or system start.
executeBatchAverage	Time that is elapsed for the each executeBatch API call in milliseconds.
getOffersCount	The number of $_{\tt getOffers}$ API calls since last reset or system start.
getOffersAverage	Time that is elapsed for the each getOffer API call in milliseconds.
getProfileCount	The number of ${\tt getProfile}$ API calls since last reset or system start.
getProfileAverage	Time that is elapsed for the each getProfileAverage API call in milliseconds.
getVersionCount	The number of getVersion API calls since last reset or system start.
getVersionAverage	Time that is elapsed for the each getVersion API call in milliseconds.
loadOfferSuppressionAverage	Time that is elapsed for the each <code>loadOfferSuppression</code> API call.
LoadOffersBySQLCount	The number of ${\tt LoadOffersBySQL}$ API calls since last reset or system start.
LoadOffersBySQLAverage	Time that is elapsed for the each <code>LoadOffersBySQL</code> API call in milliseconds.
loadProfileAverage	Time that is elapsed for the each <code>loadProfile</code> API call in milliseconds.
loadScoreOverrideAverage	Time that is elapsed for the each <code>loadScoreOverride</code> API call in milliseconds.
postEventCount	The number of $_{\tt postEvent}$ API calls since last reset or system start.
postEventAverage	Time that is elapsed for the each $postEvent$ API call in milliseconds.

Table 19. API Statistics (continued)

Attribute	Description
runSegmentationAverage	Time that is elapsed for the each runSegmentation API call in milliseconds.
setAudienceCount	The number of setAudience API calls since last reset or system start.
setAudienceAverage	Time that is elapsed for the each setAudience API call in milliseconds.
setDebugCount	The number of setDebug API calls since last reset or system start.
setDebugAverage	Time that is elapsed for the each setDebug API call in milliseconds.
startSessionCount	The number of startSession API calls since last reset or system start.
startSessionAverage	Average time that is elapsed for each startSession API call in milliseconds.
ActiveSessionCount	The number of sessions that are currently active in the interact run time instance.
	Note: The ActiveSessionCount in JMX MBean com.unicacorp.interact:type=api, group=Statistics does not consider timed out events and hence it

Learning Optimizer Statistics attributes

Learning Optimizer Statistics attributes are part of the runtime environment.

3.1.	
Attribute	Description
LearningOptimizerAcceptCalls	The number of accept events that are passed into the learning module.
LearningOptimizer AcceptTrackingAverage	The total number of milliseconds spent logging the accept events in the learning module.
LearningOptimizerContactCalls	The number of contact events that are passed into the learning module.

could show incorrect active count.

Table 20. Learning Optimizer Statistics

Attribute	Description
LearningOptimizer ContactTrackingAverage	The total number of milliseconds spent logging the contact events in the learning module.
LearningOptimizerLogOtherCalls	The number of non-contact and non-accept events that are passed into the learning module.
LearningOptimizer LogOtherTrackingAverage	The average in milliseconds spent in logging other events (non-contact and non-accept) in the learning module.
LearningOptimizer NonRandomCalls	The number of times the configured learning implementation was applied.
LearningOptimizer RandomCalls	The number of times the configured learning implementation was bypassed and random selection was applied.
LearningOptimizer RecommendCalls	The number of recommend requests that are passed into the learning module.
LearningOptimizer RecommendAverage	The total number of milliseconds spent in the learning recommend logic.

Table 20. Learning Optimizer Statistics (continued)

Default Offer Statistics attributes

Default Offer Statistics attributes are part of the runtime environment.

Table 21. Default Offer Statistics

Attribute	Description
LoadDefaultOffersAverage	Time that is elapsed on the default offers loading.
DefaultOffersCalls	The number of times the default offers loading.

Triggered Message Dispatchers attributes

Triggered Message Dispatchers attributes are part of the runtime environment.

Table 22. Triggered Message Dispatchers

Attribute	Description
NumRequested	The total number of offers that were requested for dispatching using this dispatcher.
NumDispatched	The total number of offers this dispatcher successfully dispatched.

Attribute	Description
AvgExecutionTime	The average time in milliseconds this dispatcher uses for dispatching an offer. Only the offers that were successfully dispatched to gateways are counted in the calculation.
CurrentQueueSize	The number of offers currently waiting to be dispatched.
GatewayInvocation	The number of offers and average dispatching time in milliseconds dispatched to each gateway by this dispatcher. The format of its value is {gateway
	<pre>name=[number of offers, average dispatching time]}.</pre>

Table 22. Triggered Message Dispatchers (continued)

Triggered Message Gateways attributes

Triggered Message Gateways attributes are part of the runtime environment.

Table 23. Triggered Message Gateways

Attribute	Description
NumValidationRequested	The total number of offers this gateway requested for validation.
NumValidated	The total number of offers this gateway successfully validated.
AvgValidationTime	The average time in milliseconds this gateway uses for validating an offer. Only the offers that were successfully validated are counted in the calculation.
NumDeliveryRequested	The total number of offers this gateway requested for delivery.
NumDelivered	The total number of offers this gateway successfully delivered.
AvgDeliveryTime	The average time in milliseconds this gateway uses for delivering an offer. Only the offers that were successfully delivered are counted in the calculation.

Triggered Message Messages attributes

Triggered Message Messages attributes are part of the runtime environment.

Table 24. Triggered Message Messages

Attribute	Description
ProcessSuccessCount	The total number of times this triggered message successfully executed.
AvgSuccessProcessTime	The average time in milliseconds this triggered message spends for each successful execution.
ProcessErrorCount	The total number of times this triggered message unsuccessfully executed.
AvgErrorProcessTime	The average time in milliseconds this triggered message spends for each unsuccessful execution.
SelectBranchCount	The total number of times branch selection was executed while processing triggered messages.
AvgSelectBranchTime	The average time in milliseconds branch selection execution uses while processing triggered messages.
SelectOfferCount	The total number of times offer selection was executed while processing triggered messages.
AvgSelectOfferTime	The average time in milliseconds offer selection execution uses while processing triggered messages.
SelectChannelCount	The total number of times channel selection was executed while processing triggered messages.
AvgSelectChannelTime	The average time in milliseconds channel selection execution uses while processing triggered messages.
FlowchartWaitCount	The total number of times this triggered message waited for segmentation to complete.
AvgFlowchartWaitTime	The average time in milliseconds this triggered message waited for segmentation to complete in each execution.
WaitFlowchartTimeoutCount	The total number of times this triggered message timed out while waiting for segmentation to complete.

Attribute	Description
NumReceived	The number of messages received by Activity Orchestrator Receiver.
NumProcessed	The number of messages processed for Activity Orchestrator Receiver.
AvgProcessTime	The average processing time of the number of messages processed for Activity Orchestrator Receiver.

Table 26. Kafka Statistics Information

Attributes	Description
NumMessagesInTopic	The number of messages recorded in topic along with topic name.
Running	The running status of Kafka server.
TopicDetails	The details of topics along with leader and followers.
ListOfTopics	The list of topics of Kafka server, except the default topic.

Table 27. Zookeeper Statistics Information

Attribute	Description
Running	The running status of Zookeeper server.

JMX operations

There are several operations available for JMX monitoring.

The following table describes the operations available for JMX monitoring.

Group	Attribute	Description
Logger Configuration	activateDebug	Set log level for the log file that is defined in Interact/conf/interact_log4j.properties to debug.
Logger Configuration	activateError	Set log level for the log file that is defined in Interact/conf/interact_log4j.properties to error.
Logger Configuration	activateFatal	Set log level for the log file that is defined in Interact/conf/interact_log4j.properties to fatal.

Group	Attribute	Description
Logger Configuration	activateInfo	Set log level for the log file that is defined in
Logger Configuration	activateTrace	Interact/conf/interact_log4j.properties to info. Set log level for the log file that is defined in
		Interact/conf/interact_log4j.properties to trace.
Logger Configuration	activateWarn	Set log level for the log file that is defined in Interact/conf/interact_log4j.properties to warn.
Locale	changeLocale	Change the JMX client's locale. Unica Interact supported locales are de, en, es, and fr.
ContactResponseHistory ETLMonitor	reset	Reset all counters.
Default Offer Statistics	updatePollPeriod	Updates defaultOfferUpdatePollPeriod. This value, in seconds, tells the system how long to wait before the
		system updates the default offers in the cache. If set to -1, the system reads the number of default offers only at startup.

Thread monitoring

In order to help monitor system activities, the "Thread Info" link is added to the Admin page of Interact runtime user interface. The Thread Info link displays the threads that currently run in the application server hosting this runtime instance with the following information.

- ID: ID of this thread.
- Thread Name: Name of this thread.
- Alive: Specifies whether this thread is alive.
- Demon: Specifies whether this thread is a demon thread.
- CPU Time: The total CPU time in milliseconds this thread has consumed.
- User Time: The total user CPU time in milliseconds this thread has consumed.
- Wait Time: The total time in milliseconds this thread has spent in waiting state.
- Wait Count: The number of occurrence this thread is put into waiting state.
- Block Time: The total time in milliseconds this thread is in blocked state.
- Block Count: The number of occurrences this thread is put into blocked state.
- State: The current state of this thread.
- Waited Lock: The lock this thread is waiting for. It is empty if it is not waiting for any lock.
- Held Monitors: The monitor (lock) this thread is currently holding.
- Stack Trace: The current stack trace of this thread. By default. it only displays the top entry, and clicking it expands to show the full stack.

Chapter 8. Classes and methods for the Unica Interact Java, SOAP, and REST API

The following sections list requirements and other details you should know before you work with the Unica Interact API.



Note: This section assumes you are familiar with your touchpoint, the Java[™] programming language, and working with a Java-based API.

The Unica Interact API has a Java[™] client adaptor that uses Java[™] serialization over HTTP. In addition, Unica Interact supplies a WSDL to support SOAP clients. The WSDL exposes the same set of functions as the Java[™] client adaptor, so the following sections, except for examples, still apply.



Note: Multiple occurrences of any parameter in a single API call is not supported.

Unica Interact API Classes

The Unica Interact API is based on the InteractAPI class.

There are 6 supporting interfaces.

- AdvisoryMessage
- BatchResponse
- NameValuePair
- Offer
- OfferList
- Response

These interfaces have 3 supporting concrete classes. The following two concrete classes need to be instantiated and passed in as arguments into the Unica Interact API methods:

- NameValuePairImpl
- CommandImpl

A third concrete class, called AdvisoryMessageCode is available to provide the constants used to distinguish the message codes returned from the server whenever applicable.

The rest of this section describes the methods which comprise the Unica Interact API.

Methods to pass the authentication parameters if API Authentication enabled before API calls

If API Authentication is enabled then you can use following methods to pass the authentication parameters such as credentials or token before any API call.

setAuthenticationParameter

This method sets the authentication parameter to the requested API call.

setAuthenticationParameter(String username, String password)

- username: Unica Platform username
- password

setAuthenticationParameter(String token)

token: token obtained from server

Java[™] serialization over HTTP prerequisites

The Java[™] client adapter uses Java[™] serialization over HTTP.

The prerequisites for using the Java[™] client adapter for Java[™] serialization over HTTP are:

1. Add the following file to your CLASSPATH:

Unica Interact_Home/lib/interact_client.jar

- 2. All objects that are passed back and forth between the client and the server can be found in the package com.unicacorp.interact.api. For more details, see the Unica Interact API Javadoc installed on the runtime server in Unica Interact_Home/docs/apiJavaDoc. You can view the Javadoc by opening the index.html file in that location with any web browser.
- 3. To get an instance of the InteractAPI class, call the static method getInstance with the url of the Unica Interact runtime server.

SOAP prerequisites

Before you can access the runtime server with SOAP, you do several prerequisite tasks to configure your environment.

Important: Performance testing shows that the Java[™] serialization adapter performs at a much higher rate than a generated SOAP client. For best performance, use the Java[™] serialization adapter whenever possible.

To access the runtime server with SOAP, you must do the following:

1. Convert the Unica Interact API WSDL with the SOAP toolkit of your choice.

The Unica Interact API WSDL is installed with Unica Interact in the Interact/conf directory.

When you configure SOAP using the WSDL XML files, you must modify your URLs to the host name and port of the runtime server.

The text of the WSDL is available at the end of Unica Interact Administration guide.

2. Install and configure the runtime server.

The runtime server must be running to fully test your integration.

3. Verify that you are using the correct SOAP version.

Unica Interact uses axis2 1.3 as the SOAP infrastructure on the Unica Interact runtime servers. For details about what versions of SOAP axis2 1.3 supports, see the following website:

Apache Axis2

Unica Interact was tested with the axis2, XFire, JAX-WS-Ri, DotNet, SOAPUI, and IBM® RAD SOAP clients.

REST prerequisites

One method of calling the Unica Interact API is by using JSON (JavaScript[™] Object Notation) format calls over HTTP, referred to here as the REST API. The REST API has the advantage of having better performance than SOAP, although the Java[™] serialization adapter is still the fastest method for Unica Interact API calls.

Before you begin using the REST API, be aware of the following:

• The URL that supports REST calls to the Unica Interact API is:

http://Unica Interact_Runtime_Server:PORT/interact/servlet/RestServlet, substituting the actual host name or IP address of the Unica Interact runtime server and the port on which Unica Interact is deployed.

- There are two Unica Interact classes specific to the REST API: RestClientConnector, which serves as a helper to connect to an Unica Interact run time instance via REST with the format of JSON, and RestFieldConstants, which describes the underlying format of the JSON message that is used for API requests and responses.
- A sample REST client is provided at Unica Interact _Home/samples/javaApi/ InteractRestClient.java. Although the sample code is a simple example, it should provide a good starting point for demonstrating how the REST API is used.
- For a complete description of the REST API classes along with all other Unica Interact API information, see the Javadoc installed on the runtime server at Unica Interact_Home/docs/apiJavaDoc.
- The REST API returns SessionIDs and messages in the HTML-escaped format and not in the Unicode format.
- If API Authentication is enabled, then need to pass credentials or token in the request header.
 - Input Header Parameters
 - Credentials
 - m_user_name
 - Header Parameter Platform username
 - m_user_password
 - Header Parameter Platform user password
 - Token
 - m_tokenId
 - Header Parameter token
 - Output Header Parameters
 - m_tokenId
 - Header Parameter token

Other than the information mentioned here, the REST API supports all of the methods that are supported by the other protocols for using the Unica Interact API.

API JavaDoc

In addition to Unica Interact Administrator guide, the Javadoc for the Unica Interact API is installed with the runtime server. The Javadoc is installed for your reference in the Unica Interact_Home/docs/apiJavaDoc directory.

API examples

All of the examples in the guide were created with the Java[™] serialization over HTTP adapter. The classes generated from the WSDL can vary based on the SOAP toolkit and the options you select. If you are using SOAP, these examples might not work the same in your environment.

Working with session data

When you initiate a session with the startSession method, session data is loaded into memory. Throughout the session, you can read and write to the session data (which is a superset of the static profile data).

The session contains the following data:

- Static profile data
- Segment assignments
- Real-time data
- Offer recommendations

All session data is available until you call the endSession method, or the sessionTimeout time elapses. Once the session ends, all data not explicitly saved to contact or response history or some other database table is lost.

The data is stored as a set of name-value pairs. If the data is read from a database table, the name is the column of the table.

You can create these name-value pairs as you work with the Unica Interact API. You do not need to declare all name-value pairs in a global area. If you set new event parameters as name-value pairs, the runtime environment adds the name-value pairs to the session data. For example if you use event parameters with the postEvent method, the runtime environment adds the event parameters to the session data, even if the event parameters were not available in the profile data. This data exists in the session data only.

You can overwrite session data at any time. For example, if part of the customer profile includes creditScore, you can pass in an event parameter using the custom type NameValuePair. In the NameValuePair class, you can use the setName and setValueAsNumeric methods to change the value. The name needs to match. Within the session data, the name is not casesensitive. Therefore, the name creditscore or CrEdItScore would both overwrite creditScore.

Only the last data written to the session data is kept. For example, startSession loads the profile data for the value of lastoffer. A postEvent method overwrites lastoffer. Then a second postEvent method overwrites lastoffer. The runtime environment keeps only the data written by the second postEvent method in the session data.

When the session ends, the data is lost, unless you made special considerations such as using a Snapshot process in your interactive flowchart to write the data to a database table. If you are planning on using Snapshot processes, remember that the names need to match the limitations of your database. For example, if your are allowed only 256 characters for the name of a column, then the name for the name-value pair should not exceed 256 characters.

About the InteractAPI class

The InteractAPI class contains the methods which you use to integrate your touchpoint with the runtime server. All other classes and methods in the Unica Interact API support the methods in this class.

You must compile your implementation against interact_client.jar located in the lib directory of your Unica Interact runtime environment installation. interact_client.jar depends on log4j-api, log4j-core, commons-lang, commons-lang3, and commons-httpclient. Those dependencies must be manually installed and their locations must be manually added into the classpath of the client application that uses interact_client.jar.

endSession

The endSession method marks the end of the runtime session. When the runtime server receives this method, the runtime server logs to history, clears memory, and so on.

endSession(String sessionID, NameValuePair[] parameters)

- sessionID Unique string identifying the session.
- parameters NameValuePair objects identifying any parameters that are required to be passed with the API request.

If the endSession method is not called, runtime sessions timeout. The timeout period is configurable with the sessionTimeout property.

Return value

The runtime server responds to the endSession method with the Response object with the following attributes populated:

- SessionID
- ApiVersion
- StatusCode
- AdvisoryMessages

Example

Example

The following example shows the endsession method and how you can parse the response. sessionId is the same string to identify the session used by the startSession call which started this session.

```
response = api.endSession(sessionId);
    // check if response is successful or not
    if(response.getStatusCode() == Response.STATUS_SUCCESS)
    {
        System.out.println("endSession call processed with no warnings or errors");
    }
}
```

```
}
else if(response.getStatusCode() == Response.STATUS_WARNING)
{
    System.out.println("endSession call processed with a warning");
}
else
{
    System.out.println("endSession call processed with an error");
}
// For any non-successes, there should be advisory messages explaining why
if(response.getStatusCode() != Response.STATUS_SUCCESS)
    printDetailMessageOfWarningOrError("endSession",
response.getAdvisoryMessages());
```

executeBatch

The executeBatch method enables you to execute several methods with a single request to the runtime server.

executeBatch(String sessionID, CommandImpl[] commands)

- sessionID-A string identifying the session ID. This session ID is used for all commands run by this method call.
- commandimpill-An array of CommandImpl objects, one for each command you want to perform.

The result of calling this method is equivalent to explicitly calling each method in the Command array. This method minimizes the number of actual requests to the runtime server. The runtime server runs each method serially; for each call, any error or warnings are captured in the Response object that corresponds to that method call. If an error is encountered, the executeBatch continues with the rest of the calls in the batch. If the running of any method results in an error, the top level status for the BatchResponse object reflects that error. If no error occurred, the top level status reflects any warnings that may have occurred. If no warning occurred, then the top level status reflects a successful run of the batch.

Return value

The runtime server responds to the executeBatch with a BatchResponse object.

Example

Example

The following example shows how to call all the getOffer and postEvent methods with a single executeBatch call, and a suggestion for how to handle the response.

```
/** Define all variables for all members of the executeBatch*/
String sessionId="MySessionID-123";
String interactionPoint = "Overview Page Banner 1";
int numberRequested=1;
String eventName = "logOffer";
/** build the getOffers command */
Command getOffersCommand = new CommandImpl();
getOffersCommand.setMethodIdentifier(Command.COMMAND_GETOFFERS);
```

```
getOffersCommand.setInteractionPoint(interactionPoint);
getOffersCommand.setNumberRequested(numberRequested);
/** build the postEvent command */
Command postEventCommand = new CommandImpl();
postEventCommand.setMethodIdentifier(Command.COMMAND_POSTEVENT);
postEventCommand.setEventParameters(postEventParameters);
postEventCommand.setEvent(eventName);
/** Build command array */
Command[] commands =
{
  getOffersCommand,
  postEventCommand,
};
/** Make the call */
BatchResponse batchResponse = api.executeBatch(sessionId, commands);
/** Process the response appropriately */
// Top level status code is a short cut to determine if there
// are any non-successes in the array of Response objects
if(batchResponse.getBatchStatusCode() == Response.STATUS_SUCCESS)
{
  System.out.println("ExecuteBatch ran perfectly!");
}
else if(batchResponse.getBatchStatusCode() == Response.STATUS_WARNING)
{
  System.out.println("ExecuteBatch call processed with at least one warning");
}
else
{
  System.out.println("ExecuteBatch call processed with at least one error");
}
// Iterate through the array, and print out the message for any non-successes
for(Response response : batchResponse.getResponses())
{
 if(response.getStatusCode()!=Response.STATUS_SUCCESS)
 {
  printDetailMessageOfWarningOrError("executeBatchCommand",
 response.getAdvisoryMessages());
  }
}
```

Writing executeBatch() XML requests for the Interact SOAP API

Use these steps to write executeBatch() XML requests for the Unica Interact SOAP API.

About this task

The request XML for a single operation SOAP API calls (startSession, getOffers, setAudience, endSession, and so on) must not be directly copied or pasted into a multiple operation executeBatch() call. The subcommands in the executeBatch() calls have slightly different WSDL and XML request structures than those of the single operation API calls. The structural differences cause failure responses from the server if the XML elements are copied and pasted from single operation API requests into multiple operation executeBatch requests.

Sample failure responses:

```
** XML Response Element: <ns0:faultstring>org.apache.axis2.databinding.ADBException:
Unexpected subelement audienceID</ns0:faultstring>
** Interact Server Exception: java.lang.Exception: org.apache.axis2.databinding.
ADBException: Unexpected subelement audienceID at
*** ... com.unicacorp.interact.api.soap.service.v1.xsd.CommandImpl$Factory.parse
(CommandImpl.java:1917) at
```

Use these steps to write an executeBatch() XML request. You can refer to single operation API call requests for parameter values during these steps, but do not copy and paste XML elements.

- 1. Use a WSDL processing tool (for example, SoapUI) to create a well-formed executeBatch() XML request from the Unica Interact WSDL file.
- 2. Add subcommands to the request after the WSDL definition for executeBatch() child elements.
- 3. Complete the subcommand arguments after the WSDL definition for executeBatch() child elements.

getInstance

The getInstance method creates an instance of the Unica Interact API that communicates with the specified runtime server.

getInstance(String URL)

Important: Every application you write using the Unica Interact API must call getInstance to instantiate an InteractAPI object which is mapped to a runtime server specified by the URL parameter.

For server groups, if you are using a load balancer, use the hostname and port you configure with the load balancer. If you do not have a load balancer, you will have to include logic to rotate between the available runtime servers.

This method is applicable for the Java[™] serialization over HTTP adapter only. There is no corresponding method defined in the SOAP WSDL. Each SOAP client implementation has its own way of establishing the endpoint URL.

• URL - A string identifying the URL for the runtime instance. For example, http://localhost:7001/Interact/servlet/ InteractJSService.

Return value

The runtime server returns the InteractAPI.

Example

Example

The following example shows how to instantiate an InteractAPI object that points to a runtime server instance running on the same machine as your touchpoint.

InteractAPI api=InteractAPI.getInstance("http://localhost:7001/interact/servlet/InteractJSService");

getOffers

The getOffers method enables you to request offers from the runtime server.

getOffers(String sessionID, String interactionPoint, int numberOfOffers, NameValuePair[] parameters)

- sessionID-a string identifying the current session.
- interactionPoint-a string identifying the name of the interaction point this method references.

Note: This name must match the name of the interaction point defined in interactive channel exactly.

- numberOfOffers-an integer identifying the number of offers requested.
- parameters NameValuePair objects identifying any parameters that are required to be passed with the API request.

The getOffers method waits the number of milliseconds defined in the segmentationMaxWaitTimeInMS property for all resegmentation to complete before running. Therefore, if you call a postEvent method which triggers a re-segmentation or a setAudience method immediately before a getOffers call, there may be a delay.

Return value

The runtime server responds to getOffers with a Response object with the following attributes populated:

- AdvisoryMessages
- ApiVersion
- OfferList
- SessionID
- StatusCode
- NameValuePair

Example

Example

This example shows requesting a single offer for the Overview Page Banner 1 interaction point and a way to handle the response.

sessionId is the same string to identify the runtime session used by the startSession call which started this session.

```
String interactionPoint = "Overview Page Banner 1";
int numberRequested=1;
/** Make the call */
response = api.getOffers(sessionId, interactionPoint, numberRequested);
/** Process the response appropriately */
// check if response is successful or not
if(response.getStatusCode() == Response.STATUS_SUCCESS)
{
   System.out.println("getOffers call processed with no warnings or errors");
```

```
/** Check to see if there are any offers */
    OfferList offerList=response.getOfferList();
     if(offerList.getRecommendedOffers() != null)
     ł
         for(Offer offer : offerList.getRecommendedOffers())
         {
             // print offer
             System.out.println("Offer Name:"+offer.getOfferName());
         }
     }
     else // count on the default Offer String
     System.out.println("Default offer:"+offerList.getDefaultString());
 }
 else if(response.getStatusCode() == Response.STATUS_WARNING)
 {
     System.out.println("getOffers call processed with a warning");
 }
 else
 {
     System.out.println("getOffers call processed with an error");
 }
 // For any non-successes, there should be advisory messages explaining why
 if(response.getStatusCode() != Response.STATUS_SUCCESS)
     printDetailMessageOfWarningOrError("getOffers",
response.getAdvisoryMessages());
```

Decimal places in offer scores are returned in the getOffer response in the NameValue Pair. When offers are returned to the requesting inbound channels, the channels use the scores to prioritize the offers. The decimal digits are not removed, and so the channel knows which offer has a higher score in case decimal numbers are returned.

getOffersForMultipleInteractionPoints

The getOffersForMultipleInteractionPoints method enables you to request offers from the runtime server for multiple IPs with deduplication.

```
getOffersForMultipleInteractionPoints(String session/D, String requestStr, NameValuePair[] parameters)
```

- sessionID a string identifying the current session.
- requestStr a string providing an array of GetOfferRequest objects.
- parameters NameValuePair objects identifying any parameters that are required to be passed with the API request.

Each GetOfferRequest object specifies:

- · ipName The interaction point (IP) name for which the object is requesting offers
- numberRequested The number of unique offers it needs for the specified IP
- offerAttributes Requirements on the attributes of the delivered offers using an instance of

OfferAttributeRequirements

duplicationPolicy - Duplication policy ID for the offers that will be delivered

Duplication policies determine whether duplicated offers will be returned across different interaction points in a single method call. (*Within* an individual interaction point, duplicated offers are never returned.) Currently, two duplication policies are supported.

- NO_DUPLICATION (ID value = 1). None of the offers that have been included in the preceding GetOfferRequest instances will be included in this GetOfferRequest instance (that is, Unica Interact will apply de-duplication).
- ALLOW_DUPLICATION (ID value = 2). Any of the offers satisfying the requirements specified in this GetOfferRequest instance will be included. The offers that have been included in the preceding GetOfferRequest instances will not be reconciled.

The order of requests in the array parameter is also the priority order when offers are being delivered.

For example, suppose the IPs in the request are IP1, then IP2, that no duplicated offers are allowed (a duplication policy ID = 1), and each is requesting two offers. If Unica Interact finds offers A, B, and C for IP1 and offers A and D for IP2, the response will contain offers A and B for IP1, and only offer D for IP2.

Also note that when the duplication policy ID is 1, the offers that have been delivered via an IP with higher priority will not be delivered via this IP.

The getOffersForMultipleInteractionPoints method waits the number of milliseconds defined in the

segmentationMaxWaitTimeInMs property for all re-segmentation to complete before running. Therefore, if you call a postEvent method which triggers a re-segmentation or a setAudience method immediately before a getOffers call, there may be a delay.

Return value

The runtime server responds to getOffersForMultipleInteractionPoints with a Response object with the following attributes populated:

- AdvisoryMessages
- ApiVersion
- array of OfferList
- SessionID
- StatusCode

Example

Example

```
InteractAPI api = InteractAPI.getInstance("url");
String sessionId = "123";
String requestForIP1 = "{IP1,5,1,(5,attr1=1|numeric;attr2=value2|string,
        (3,attr3=value3|string)(3,attr4=4|numeric))}";
String requestForIP2 = "{IP2,3,2,(3,attr5=value5|string)}";
String requestForIP3 = "{IP3,2,1}";
String requestStr = requestForIP1 + requestForIP2 + requestForIP3;
Response response = api.getOffersForMultipleInteractionPoints(sessionId,
        requestStr);
```

```
// Check to see if there are any offers
 OfferList[] allOfferLists = response.getAllOfferLists();
 if (allOfferLists != null) {
  for (OfferList ol : allOfferLists) {
   System.out.println
("The following offers are delivered for interaction
              point " + ol.getInteractionPointName() + ":");
   for (Offer o : ol.getRecommendedOffers()) {
    System.out.println(o.getOfferName());
   }
  }
 }
}
else {
 System.out.println("getOffersForMultipleInteractionPoints() method calls
         returns an error with code: " + response.getStatusCode());
}
```

Note that the syntax of the requestStr is the following:

```
requests_for_IP[<requests_for_IP]
```

where

```
<requests_for_IP> = {ip_name,number_requested_for_this_ip,
    dupe_policy[,child_requirements]]}
attribute_requirements = (number_requested_for_these_attribute_requirements
    [,attribute_requirement[;individual_attribute_requirement])
    [,(attribute_requirements))
individual_attribute_requirement = attribute_name=attribute_value | attribute_type
```

In the example shown above, requestForIP1 ({IP1,5,1,(5,attr1=1|numeric; attr2=value2|string, (3,attr3=value3|string) (3,attr4=4|numeric))}) means, for the interaction point named IP1, deliver at most 5 distinct offers that can not also be returned for any other interaction points during this same method call. All of those 5 offers must have a numeric attribute named attr1 which must have the value 1, and must have a string attribute named attr2 which must have the value *value3*, and a Out of those 5 offers, a maximum of 3 must have a string attribute named attr3 which must have the value *value3*, and a maximum of 3 must have a numeric attribute named attr4 which must have the value *4*.

The allowed attribute types are numeric, string, and datetime, and the format of a datetime attribute value must be MM/dd/ yyyy HH:mm:ss. To retrieve the returned offers, use the method Response.getAllOfferLists(). To help understand the syntax, the example in setGetOfferRequests builds the same instance of GetOfferRequests, while using Java[™] objects, which is preferred.

getProfile

The getProfile method enables you to retrieve the profile and temporal information about the visitor visiting the touchpoint.

getProfile(String sessionID, NameValuePair[] parameters)

- sessionID-a string identifying the session ID.
- parameters NameValuePair objects identifying any parameters that are required to be passed with the API request.

Return value

The runtime server responds to getProfile with a Response object with the following attributes populated:

- AdvisoryMessages
- ApiVersion
- ProfileRecord
- SessionID
- StatusCode

Example

Example

The following is an example of using getProfile and a way to handle the response.

sessionId is the same string to identify the session used by the startSession call which started this session.

```
response = api.getProfile(sessionId);
/** Process the response appropriately */
   // check if response is successful or not
    if(response.getStatusCode() == Response.STATUS_SUCCESS)
    {
       System.out.println("getProfile call processed with no warnings or errors");
        // Print the profile - it's just an array of NameValuePair objects
        for(NameValuePair nvp : response.getProfileRecord())
        {
            System.out.println("Name:"+nvp.getName());
            if(nvp.getValueDataType().equals(NameValuePair.DATA_TYPE_DATETIME))
            {
                System.out.println("Value:"+nvp.getValueAsDate());
           }
            else if(nvp.getValueDataType().equals(NameValuePair.DATA_TYPE_NUMERIC))
            {
                System.out.println("Value:"+nvp.getValueAsNumeric());
           }
            else
            {
                System.out.println("Value:"+nvp.getValueAsString());
           }
        }
    }
    else if(response.getStatusCode() == Response.STATUS_WARNING)
    {
       System.out.println("getProfile call processed with a warning");
   }
    else
    {
        System.out.println("getProfile call processed with an error");
   }
    // For any non-successes, there should be advisory messages explaining why
    if(response.getStatusCode() != Response.STATUS_SUCCESS)
        printDetailMessageOfWarningOrError("getProfile",
  response.getAdvisoryMessages());
```

getVersion

The getVersion method returns the version of the current implementation of the Unica Interact runtime server.

getVersion()

Best practice is to use this method when you initialize the touchpoint with the Unica Interact API.

Return value

The runtime server responds to the getVersion with a Response object with the following attributes populated:

- AdvisoryMessages
- ApiVersion
- StatusCode

Example

Example

This example shows a simple way to call getVersion and process the results.

```
response = api.getVersion();
/** Process the response appropriately */
    // check if response is successful or not
    if(response.getStatusCode() == Response.STATUS_SUCCESS)
    {
        System.out.println("getVersion call processed with no warnings or errors");
       System.out.println("API Version:" + response.getApiVersion(););
   }
    else if(response.getStatusCode() == Response.STATUS_WARNING)
    {
        System.out.println("getVersion call processed with a warning");
   }
    else
    {
        System.out.println("getVersion call processed with an error");
    }
    // For any non-successes, there should be advisory messages explaining why
    if(response.getStatusCode() != Response.STATUS_SUCCESS)
       printDetailMessageOfWarningOrError("getVersion",
  response.getAdvisoryMessages());
```

postEvent

The postEvent method enables you to execute any event defined in the interactive channel.

postEvent(String sessionID, String eventName, NameValuePairImpl[] eventParameters)

- sessionID: a string identifying the session ID.
- eventName: a string identifying the name of the event.

Ż

Note: The name of the event must match the name of the event as defined in the interactive channel. This name is case-insensitive.

• eventParameters. NameValuePairImpl objects identifying any parameters that need to be passed with the event.

If this event triggers re-segmentation, you must ensure that all data required by the interactive flowcharts is available in the session data. If any of these values have not been populated by prior actions (for example, from startSession or setAudience, or loading the profile table) you must include an eventParameter for every missing value. For example, if you have configured all profile tables to load into memory, you must include a NameValuePair for temporal data required for the interactive flowcharts.

If you are using more than one audience level, you most likely have different sets of eventParameters for each audience level. You should include some logic to ensure you are selecting the correct set of parameters for the audience level.

Important: If this event logs to response history, you must pass the treatment code for the offer. You must define the name for the NameValuePair as "UACIOFFERTRACKINGCode".

You can only pass one treatment code per event. If you do not pass the treatment code for an offer contact, Unica Interact logs an offer contact for every offer in the last recommended list of offers. If you do not pass the treatment code for a response, Unica Interact returns an error.

• There are several other reserved parameters used with postEvent and other methods and are discussed later in this section.

Any request for re-segmentation or writing to contact or response history does not wait for a response.

Re-segmentation does not clear prior segmentation results for the current audience level. You can use the UACIExecuteFlowchartByName parameter to define specific flowcharts to run. The getOffers method waits for re-segmentation to finish before running. Therefore, if you call a postEvent method, which triggers a re-segmentation immediately before a getOffers call, there might be a delay.

Return value

The runtime server responds to postEvent with a Response object with the following attributes populated:

- AdvisoryMessages
- ApiVersion
- SessionID
- StatusCode

Example

Example

The following postEvent example shows sending new parameters for an event which triggers re-segmentation, and a way to handle the response.

sessionId is the same string to identify the session used by the startSession call which started this session.

```
String eventName = "SearchExecution";
NameValuePair parmB1 = new NameValuePairImpl();
parmB1.setName("SearchString");
parmB1.setValueAsString("mortgage");
parmB1.setValueDataType(NameValuePair.DATA_TYPE_STRING);
NameValuePair parmB2 = new NameValuePairImpl();
parmB2.setName("TimeStamp");
parmB2.setValueAsDate(new Date());
parmB2.setValueDataType(NameValuePair.DATA_TYPE_DATETIME);
NameValuePair parmB3 = new NameValuePairImpl();
parmB3.setName("Browser");
parmB3.setValueAsString("IE6");
parmB3.setValueDataType(NameValuePair.DATA_TYPE_STRING);
NameValuePair parmB4 = new NameValuePairImpl();
parmB4.setName("FlashEnabled");
parmB4.setValueAsNumeric(1.0);
parmB4.setValueDataType(NameValuePair.DATA_TYPE_NUMERIC);
NameValuePair parmB5 = new NameValuePairImpl();
parmB5.setName("TxAcctValueChange");
parmB5.setValueAsNumeric(0.0);
parmB5.setValueDataType(NameValuePair.DATA_TYPE_NUMERIC);
NameValuePair parmB6 = new NameValuePairImpl();
parmB6.setName("PageTopic");
parmB6.setValueAsString("");
parmB6.setValueDataType(NameValuePair.DATA_TYPE_STRING);
NameValuePair[] postEventParameters = { parmB1,
parmB2,
parmB3,
parmB4,
parmB5,
parmB6
};
/** Make the call */
response = api.postEvent(sessionId, eventName, postEventParameters);
/** Process the response appropriately */
    // check if response is successful or not
    if(response.getStatusCode() == Response.STATUS_SUCCESS)
    {
        System.out.println("postEvent call processed with no warnings or errors");
    }
    else if(response.getStatusCode() == Response.STATUS_WARNING)
    {
        System.out.println("postEvent call processed with a warning");
    }
    else
    {
        System.out.println("postEvent call processed with an error");
```

```
// For any non-successes, there should be advisory messages explaining why
if(response.getStatusCode() != Response.STATUS_SUCCESS)
    printDetailMessageOfWarningOrError("postEvent",
response.getAdvisoryMessages());
```

setAudience

}

The setAudience method enables you to set the audience ID and level for a visitor.

```
setAudience(String session/D, NameValuePairImpl[] audience/D,
    String audienceLevel, NameValuePairImpl[] parameters)
```

- sessionID a string identifying the session ID.
- audienceID an array of NameValuePairImpl objects that defines the audience ID.
- audienceLevel a string that defines the audience level.
- parameters NameValuePairImpl objects identifying any parameters that need to be passed with setAudience. These values are stored in the session data and can be used for segmentation.

You must have a value for every column in your profile. This is a superset of all columns in all the tables defined for the interactive channel and any real-time data. If you have already populated all the session data with startSession or postEvent, you do not need to send new parameters.

The setAudience method triggers a re-segmentation. The getoffers method waits for re-segmentation to finish before running. Therefore, if you call a setAudience method immediately before a getoffers call, there may be a delay.

The setAudience method also loads the profile data for the audience ID. You can use the setAudience method to force a reload of the same profile data loaded by the startSession method.

Return value

The runtime server responds to setAudience with a Response object with the following attributes populated:

- AdvisoryMessages
- ApiVersion
- SessionID
- StatusCode

Example

Example

For this example, the audience level stays the same, but the ID changes, as if an anonymous user logs in and becomes known.

sessionId and audienceLevel are the same strings to identify the session and audience level used by the startSession call which started this session.

```
NameValuePair custId2 = new NameValuePairImpl();
custId2.setName("CustomerId");
```

```
custId2.setValueAsNumeric(123.0);
custId2.setValueDataType(NameValuePair.DATA_TYPE_NUMERIC);
NameValuePair[] newAudienceId = { custId2 };
/** Parameters can be passed in as well. For this example, there are no parameters,
* therefore pass in null */
NameValuePair[] noParameters=null;
/** Make the call */
response = api.setAudience(sessionId, newAudienceId, audienceLevel, noParameters);
 /** Process the response appropriately */
   // check if response is successful or not
   if(response.getStatusCode() == Response.STATUS_SUCCESS)
    {
        System.out.println("setAudience call processed with no warnings or errors");
   }
    else if(response.getStatusCode() == Response.STATUS_WARNING)
    {
        System.out.println("setAudience call processed with a warning");
   }
    else
    {
        System.out.println("setAudience call processed with an error");
    }
    // For any non-successes, there should be advisory messages explaining why
   if(response.getStatusCode() != Response.STATUS_SUCCESS)
        printDetailMessageOfWarningOrError("setAudience",
   response.getAdvisoryMessages());
```

setDebug

The setDebug method enables you to set the logging verbosity level for all code paths for the session.

setDebug(String sessionID, boolean debug)

- · sessionID-a string which identifies the session ID.
- **debug**-a boolean which enables or disables debug information. Valid values are true or false. If true, Unica Interact logs debug information to the runtime server log.

Return value

The runtime server responds to setDebug with a Response object with the following attributes populated:

- AdvisoryMessages
- ApiVersion
- SessionID
- StatusCode

Example

Example

The following example shows changing the debug level of the session.

sessionId is the same string to identify the session used by the startSession call which started this session.

```
boolean newDebugFlag=false;
/** make the call */
response = api.setDebug(sessionId, newDebugFlag);
/** Process the response appropriately */
    // check if response is successful or not
    if(response.getStatusCode() == Response.STATUS_SUCCESS)
    {
        System.out.println("setDebug call processed with no warnings or errors");
    }
    else if(response.getStatusCode() == Response.STATUS_WARNING)
    {
        System.out.println("setDebug call processed with a warning");
    }
    else
    {
        System.out.println("setDebug call processed with an error");
    }
    // For any non-successes, there should be advisory messages explaining why
    if(response.getStatusCode() != Response.STATUS_SUCCESS)
       printDetailMessageOfWarningOrError("setDebug",
   response.getAdvisoryMessages());
```

startSession

The startSession method creates and defines a runtime session.

```
startSession(String sessionID,
    boolean relyOnExistingSession,
    boolean debug,
    String interactiveChannel,
    NameValuePairImpl[] audienceID,
    String audienceLevel,
    NameValuePairImpl[] parameters)
```

startSession can trigger up to five actions:

- create a runtime session.
- load visitor profile data for the current audience level into the runtime session, including any dimension tables marked for loading in the table mapping defined for the interactive channel.
- trigger segmentation, running all interactive flowcharts for the current audience level.
- load offer suppression data into the session, if the enableOfferSuppressionLookup property is set to true.
- load score override data into the session, if the enablescoreOverrideLookup property is set to true.

The startSession method requires the following parameters:

• **sessionID**-a string which identifies the session ID. You must define the session ID. For example, you could use a combination of customer ID and timestamp.

To define what makes a runtime session, a session id has to be specified. This value is managed by the client. All method calls for the same session id has to be synchronized by the client. The behavior for concurrent API calls with the same session id is undefined.

• relyOnExistingSession - a boolean which defines whether this session uses a new or an existing session. Valid values are true or false. If true, you must supply an existing session ID with the startSession method. If false, you must supply a new session ID.

If you set relyOnExistingSession to true and a session exists, the runtime environment uses the existing session data and does not reload any data or trigger segmentation. If the session does not exist, the runtime environment creates a new session, including loading data and triggering segmentation. Setting relyOnExistingSession to true and using it with all startSession calls is useful if your touchpoint has a longer session length than the runtime session. For example, a web site session is alive for 2 hours, but the runtime session is only alive for 20 minutes.

If you call startSession twice with the same session ID, all session data from the first startSession call is lost if relyOnExistingSession is false.

- **debug** a boolean which enables or disables debug information. Valid values are true or false. If true, Unica Interact logs debug information to the runtime server logs. The debug flag is set for each session individually. Therefore, you can trace debug data for an individual session.
- **interactiveChannel**-a string defining the name of the interactive channel this session refers to. This name must match the name of the interactive channel defined in Unica Campaign exactly.
- audienceID an array of NameValuePairImpl objects where the names must match the physical column names of any table containing the audience ID.
- audienceLevel a string defining the audience level.
- parameters NameValuePairImpl objects identifying any parameters that need to be passed with startSession. These values can be used for segmentation.

If you have several interactive flowcharts for the same audience level, you must include a superset of all columns in all the tables. If you configure the runtime to load the profile table, and the profile table contains all the columns you require, you do not need to pass any parameters, unless you want to overwrite the data in the profile table. If your profile table contains a subset of the required columns, you must include the missing columns as parameters.

If the audienceID or audienceLevel are invalid and relyOnExistingSession is false, the startSession call fails. If the interactiveChannel is invalid, startSession fails, whether relyOnExistingSession is true or false.

If relyOnExistingSession is true, and you make a second startSession call using the same sessionID, but the first session has expired, Unica Interact creates a new session.

If relyOnExistingSession is true, and you make a second startSession call using the same sessionID but a different audienceID or audienceLevel, the runtime server changes the audience for the existing session.

If relyOnExistingSession is true, and you make a second startSession call using the same sessionID but a different interactiveChannel, the runtime server creates a new session.

Return value

The runtime server responds to startSession with a Response object with the following attributes populated:

- AdvisoryMessages (if StatusCode does not equal 0)
- ApiVersion
- SessionID
- StatusCode

Note: Due to limitations of IEEE 754 floating-point numbers, not all numeric values, including AudienceIDs, SessionIDs, and session parameters, can be exactly represented in Interact, even if they can be exactly represented in the profile table. In addition, integer values greater than 2⁵³ (9007199254740992), may not be used as Audience ID values.

Example

Example

The following example shows one way to call startSession.

```
String sessionId="MySessionID-123";
String audienceLevel="Customer";
NameValuePair custId = new NameValuePairImpl();
custId.setName("CustomerId");
custId.setValueAsNumeric(1.0);
custId.setValueDataType(NameValuePair.DATA_TYPE_NUMERIC);
NameValuePair[] initialAudienceId = { custId };
boolean relyOnExistingSession=false;
boolean initialDebugFlag=true;
String interactiveChannel="Accounts Website";
NameValuePair parm1 = new NameValuePairImpl();
parm1.setName("SearchString");
parm1.setValueAsString("");
parm1.setValueDataType(NameValuePair.DATA_TYPE_STRING);
NameValuePair parm2 = new NameValuePairImpl();
parm2.setName("TimeStamp");
parm2.setValueAsDate(new Date());
parm2.setValueDataType(NameValuePair.DATA_TYPE_DATETIME);
NameValuePair parm3 = new NameValuePairImpl();
parm3.setName("Browser");
parm3.setValueAsString("IE6");
parm3.setValueDataType(NameValuePair.DATA_TYPE_STRING);
NameValuePair parm4 = new NameValuePairImpl();
parm4.setName("FlashEnabled");
parm4.setValueAsNumeric(1.0);
parm4.setValueDataType(NameValuePair.DATA_TYPE_NUMERIC);
NameValuePair parm5 = new NameValuePairImpl();
parm5.setName("TxAcctValueChange");
parm5.setValueAsNumeric(0.0);
parm5.setValueDataType(NameValuePair.DATA_TYPE_NUMERIC);
```

```
NameValuePair parm6 = new NameValuePairImpl();
parm6.setName("PageTopic");
parm6.setValueAsString("");
parm6.setValueDataType(NameValuePair.DATA_TYPE_STRING);
/** Specifying the parameters (optional) */
NameValuePair[] initialParameters = { parm1,
parm2,
parm3,
parm4,
parm5,
parm6
};
/** Make the call */
response = api.startSession(sessionId, relyOnExistingSession, initialDebugFlag,
interactiveChannel, initialAudienceId, audienceLevel, initialParameters);
/** Process the response appropriately */
processStartSessionResponse(response);
```

processStartSessionResponse is a method which handles the response object returned by startSession.

```
public static void processStartSessionResponse(Response response)
ł
  // check if response is successful or not
  if(response.getStatusCode() == Response.STATUS_SUCCESS)
 {
  System.out.println("startSession call processed with no warnings or errors");
 }
  else if(response.getStatusCode() == Response.STATUS_WARNING)
 {
  System.out.println("startSession call processed with a warning");
 }
  else
 {
  System.out.println("startSession call processed with an error");
 }
 // For any non-successes, there should be advisory messages explaining why
 if(response.getStatusCode() != Response.STATUS_SUCCESS)
  printDetailMessageOfWarningOrError("StartSession",
   response.getAdvisoryMessages());
}
```

Offer deduplication across offer attributes

Using the Unica Interact application programming interface (API), two API calls deliver offers: getOffers and getOffersForMultipleInteractionPoints. getOffersForMultipleInteractionPoints can prevent the return of duplicate offers at the *OfferID* level, but cannot deduplicate offers across offer category. So, for example, for Unica Interact to return only one offer from each offer category, a workaround was previously required. With the introduction of two parameters to the startSession API call, offer deduplication across offer attributes, such as category, is now possible.

This list summarizes the parameters that were added to the startSession API call. For more information about these parameters or any aspect of the Unica Interact API, see the Unica Interact Administrator's Guide, or the Javadoc files included with your Unica Interact installation in <Unica Interact_Home>/docs/apiJavaDoc.

• UACIOfferDedupeAttribute. To create a startsession API call with offer deduplication, so that the subsequent getoffer calls return only one offer from each category, you must include the UACIOfferDedupeAttribute parameter as part of the API call. You can specify a parameter in the name, value, type format, as shown here:

UACIOfferDedupeAttribute,<attributeName>,string

In this example, you would replace *<attributeName>* with the name of the offer attribute you want to use as the criterion for deduplication, such as Category.

- Note: Unica Interact examines the offers that have the same attribute value you specify (such as Category) and deduplicate to remove all but the offer that has the highest score. If the offers that have the duplicate attribute also have identical scores, Unica Interact returns a random selection from among the matching offers.
- UACINOAttributeDedupeIfFewerof. When you include the UACIOfferDedupeAttribute in the startSession call, you can also set this UACINOAttributeDedupeIfFewerOf parameter to specify the behavior in cases where the offer list after deduplication no longer contains enough offers to satisfy the original request.

For example, if you set UACIOFferDedupeAttribute to use the offer category to deduplicate offers, and your subsequent getOffers call requests that eight offers be returned, deduplication might result in fewer than eight eligible offers. In that case, setting UACINOAttributeDedupeIfFewerOf parameter to true would result in adding some of the duplicated to the eligible list to satisfy the requested number of offers. In this example, if you set the parameter to false, the number of offers that are returned would be fewer than the requested number.

UACINoAttributeDedupeIfFewerOf is set to true by default.

For example, suppose you specified as a startSession parameter that the deduplication criterion is offer Category, as shown here:

UACIOfferDedupeAttribute, Category, string;UACINoAttributeDedupeIfFewerOffer, 0, string

These parameters together cause Unica Interact to deduplicate offers based on the offer attribute "Category," and to return only the deduplicated offers even if the resulting number of offers is fewer than requested (UACINoAttributeDedupeIfFewerOffer is false).

When you issue a getOffers API call, the original set of eligible offers might include these offers:

- Category=Electronics: Offer A1 with a score of 100 and Offer A2 with a score of 50.
- Category=Smartphones: Offer B1 with a score of 100, Offer B2 with a score of 80, and offer B3 with a score of 50.
- Category=MP3Players: Offer C1 with a score of 100, Offer C2 with a score of 50.

In this case, there were two duplicate offers that match the first category, three duplicate offers that match the second category, and two duplicate offers that match the third category. The offers that are returned would be the highest scoring offers from each category, which are Offer A1, Offer B1, and Offer C1.

If the getoffers API call requested six offers, this example set UACINOAttributeDedupeIfFewerOffer to false, so only three offers would be returned.

If the getoffers API call requested six offers, and this example omitted the UACINOAttributeDedupeIfFewerOffer parameter, or specifically set it to true, some of the duplicate offers would be included in the result to satisfy the requested number.

Reserved parameters

There are several reserved parameters used with the Unica Interact API. Some are required for the runtime server, and others you can use for additional features.

API parameters

Feature	Parameter	Description
Log to	UACICustomLoggerTableName	The name of a table in the runtime tables data source.
custom table		If you provide this parameter with a valid table name,
(Scope-session)		the runtime environment writes all session data to the
		selected table. All column names in the table that match
		session data NameValuePair are populated. The runtime
		environment populates any column that does not match a
		session name-value pair with a null. You can manage the
		process which writes to the database with the ${\tt customLogger}$
		configuration properties.
Log to a	UACILogSeparationFileName	Custom log filename: This parameter enables the runtime
specific file		environment to write all logs that belong to this session to the
(Scope-session)		specified log file. The file with the specified name is created
		at default log location, if not available.
		For simulator, the parameter is automatically added. Log
		file name format is <simulator-basic-{scenarioname}.log>,</simulator-basic-{scenarioname}.log>
		<simulator-advanced-{scenarioname}.log>, and</simulator-advanced-{scenarioname}.log>
		<simulator-coverage-{scenarioname}.log> for basic,</simulator-coverage-{scenarioname}.log>
		advanced, and coverage scenarios, respectively.
Multiple	UACILogToLearning	An integer with the value 1 or 0. 1 indicates the runtime
response types		environment should log the event as an accept to the learning
(Scope-invocatio		system or enable offer suppression within a session. 0
n)		indicates the runtime environment should not log the event
		to the learning system or enable offer suppression within
		a session. This parameter enables you to create several
		<code>postEvent</code> methods logging different response types without
		influencing learning. You do not need to define this parameter
		for events set to log a contact, accept, or reject. You must use
		this parameter in conjunction with ${\tt UACIResponseTypeCode}.$ If

Feature	Parameter	Description
		you do not define UACILOGTOLEARNING, the runtime environment assumes the default value of 0 (unless the event triggers a log contact, accept, or reject).
	UACIResponseTypeCode	A value representing a response type code. The value must be a valid entry in the ${\tt UA_UsrResponseType}$ table
Response tracking (Scope-invocatio n)	UACIOfferTrackingCode	The treatment code for the offer. You must define this parameter if the event logs to contact or response history. You can only pass one treatment code per event. If you do not pass the treatment code for an offer contact, the runtime environment logs an offer contact for every offer in the last recommended list of offers. If you do not pass the treatment code for a response, the runtime environment returns an error. If you configure the cross-session response tracking, you can use the UACIOFferTrackingcodeType parameter to define what type of tracking code you use other than treatment code.
Cross-session response tracking (Scope-invocatio n)	UACIOfferTrackingCodeType	A number which defines the tracking code type. 1 is the default treatment code, and 2 is the offer code. All codes must be valid entries in the UACI_TrackingType table. You can add other, custom codes to this table.
Specific flowchart execution (Scope-invocatio n)	UACIExecuteFlowchartByName	If you define this parameter for any method which triggers segmentation (startSession, setAudience, or a postEvent that triggers re-segmentation), instead of running all flowcharts for the current audience level, Unica Interact runs only the named flowcharts. You can provide a list of flowcharts separated by a pipe () character.
Ability to limit the offer field in getOffers API at Interact RunTime (Scope-Session)	UACIOfferFields and UACIExcludeOfferFields	You can include/exclude the UACIOfferFields and UACIExcludeOfferFields attributes of an offer by passing these attribute in the parameter of startSession, setAudience, Or a postEvent.
Reset Event Pattern (Scope-Invocatio n)	 ResetEventPattern. This parameter resets event pattern states for all patterns for the Audience ID. PatternToReset. This parameter resets event 	You can reset the states of a specific pattern or all patterns for a particular audience ID, which is associated to the session. You must post event with a special parameter. The event must not have any associated explicit actions.

Feature	Parameter	Description
	pattern states for specific event patterns. Either Pattern ID or Pattern Name can be reset. This parameter can be only passed with ResetEventPattern parameter.	
Reset offer suppression (Scope-Invocatio n)	 ResetOfferSuppression. This parameter resets offer suppression rules for all offers for the Audience ID. OfferToResetSuppression. This parameter resets offer suppression rules for specific offers. Either offer ID or offer code can be reset. To reset offer suppression for offers having offer code with multiple parts, offer code must be separated by commas. For example, offer Code1, offer Code2, offerCode3 and so on. This parameter can be only passed with ResetOfferSuppression parameter. 	You can reset the states of a specific offer suppression rule or all offer suppression rules for a particular audience ID, which is associated to the session. You must post event with a special parameter. The event must not have any associated explicit actions.
Remove session parameter before API call (Scope-Session)	UACIPreRemoveParameter. Comma separated names of the parameters that you want to remove from the session before API call.	This parameter is helpful when you want to remove some parameters already set in the session by previous API calls. Multiple parameter names can be passed and comma separated.
Remove session parameter after API call (Scope-Session)	UACIPostRemoveParameter. Comma separated names of the parameters that you want to remove from the session after the API call is executed.	This parameter is helpful when you want to remove some parameters that are not required for further processing. Multiple parameter names can be passed and comma separated.
Synchronous flowchart	UACIWaitForSegmentation	If you define this parameter for any method which triggers segmentation (startSession, setAudience, or a postEvent that triggers re-segmentation),

Feature	Parameter	Description
execution		flowcharts for the current audience level are executed
(Scope-Session)		synchronously. Timeout for this synchronous
		execution is defined by Platform configuration at path Affinium interact offerserving segmentationMaxWaitTimeInM
		S
		Example:UACIWaitForSegmentation true string
Get the	UACICachedOffers	If you define this parameter for getOffers API call, then
cached offers		the offers from previous getOffers call are returned
(Scope-Invocatio		without executing the arbitration logic. If previous list
n)		of offers is empty, then offer arbitration takes place and new set of offers are returned. Offer caching
		feature is enabled when Platform configuration at path
		Affinium/interact/offerserving/enableOfferCaching is set
		to True. Example: UACICachedOffers true string
Include offers	UACISupplementAudience	The additional audience IDs whose eligible offers
from related		require to be included while getting offers for
audience IDs		the session's audience ID. It has the format of
(Scope-Session)		audienceLevell, audienceIdlFieldl=valuel[, audienceIdlField
		N=valueN]. Multiple occurrences of this parameter can be
		used if multiple audience IDs are required for getting offers.
Related	UACIEmbeddedSession	Specifies whether to execute this batch in a separate
Sessions		session. 1 - Yes, 0 - No. It is effective only in startSession and
(Scope-Invocatio		setAudience when this API request is the first command in an
n)		executeBatch invocation.
Related	UACIIncludeArbitration	Specifies whether to include offer arbitration
Sessions		summary in the response of getOffers and
(Scope-Invocatio		getOffersForMultipleInteractionPoints request. If API
n)		historization is enabled, the same information is saved
		together with that as well. 1 - Yes, 0 - No.
Contact	UACIContactStatusCode	Parameter is a string representing a contact type
Tracking		code. Parameter value must be a valid entry in the
(Scope-Invocatio		UA_ContactStatus table.
n)		
Response	UACIResponseTypeCode	A value representing a response type code. The value must be
Tracking		a valid entry in the UA_USTResponseType table.
(Scope-Invocatio		
n)		

Feature	Parameter	Description
(Scope-Session)	UACIPurgePriorWhiteListOnLoad	This parameter when used while calling setAudience method,reloads the white list table in an existing session. If you set UACIPurgePriorWhiteListOnLoad= 1, the previously loaded contents of white list will be removed from this session.
(Scope-Session)	UACIPurgePriorBlackListOnLoad	This parameter when used while calling setAudience method reloads the black list table in an existing session. If you set UACIPurgePriorWhiteListOnLoad= 1, the previously loaded contents of white list will be removed from this session.
Offer Deduplication (Scope-Session)	UACINoAttributeDedupeIfFewerOffer	When you include UACIOfferDedupeAttribute in the startSession call, you can also set UACINOAttributeDedupeIfFewerOffer parameter to specify the behavior in cases where the offer list after deduplication no longer contains enough offers to satisfy the original request. For example, if you set UACIOfferDedupeAttribute to use the offer category to deduplicate offers and this getOffers call requests that eight offers be returned, deduplication may result in fewer than eight eligible offers. In that case, setting UACINOAttributeDedupeIfFewerOffer parameter to true would result in adding some of the duplicated offers to the eligible list to satisfy the requested number of offers.
Offer Suppression (Scope-Session)	UACIgnoreBlackList	 TRUE – When we pass this parameter as true then the contents in Black List table will not be used to suppress otherwise eligible offers. FALSE – When this is passed as false then all offer available in Black List table will not be displayed/returned to user. This is the default behavior.
Offer Suppression (Scope-Session)	UACIIgnoreSuppressionRules	 TRUE – When we pass this parameter as true then all real time offer suppressed rules will be skipped during offer arbitration. FALSE – When we pass this as false then all real time suppressed offer will not be displayed/returned as per rule. This is the default behavior.
Offer Filteration (Scope-Invocatio n)	UACIEnableOfferMappingFilter	This parameter is defined along with the filter name at runtime during getOffers. The particular filter will be applied to get offers from FlexOffers mapping table.

Feature	Parameter	Description
Offer Filteration (Scope-Invocatio n)	UACIDisableOfferMappingFilter	This parameter is defined along with the filter name at runtime during getOffers. The particular filter will not be applied while getting offers from the table
Event Pattern States (Scope-Session)	UACIMergePatternStates	If this parameter is set with a value of 1, when the audience ID of a session changes from anonymous (not found in the profile) to known (exist in the profile), the event activities happened in the current session will be kept and merged to
		the existing activities of the known audience ID.
		If its value is set to 0 (the default), the event activities of the anonymout audience ID will be discarded.
		This parameter, when specified, overrides the configuration setting Affinium interact services eventPattern:mergeUnknownUserI nSessionStates.
Event Pattern States (Scope-Session)	UACISavePatternStates	When this parameter is set with a value of 1, if the audience ID of a session is anonymous (not found in the profile), the states of the event patterns updated in the current session will be saved when this session ends.
		When this parameter is set with a value of 0 (the default), if the audience ID of a session is anonymous (not found in the profile), the states of the event patterns updated in the current session will be discarded when this session ends.
		This parameter, when specified, overrides the following configuration setting
		Affinium interact services eventPattern:persistUnknownUse rStates.
Event Pattern States (Scope-Session)	UACIShowPatternStates	To include the states of event patterns belonging to the current audience ID in the response of postEvent API call.
Profile Filtering (Scope-Session)	UACIProfileFields	A pipe (I) separated string with each component being a profile field name. If this parameter is passed and is not empty, only values of the specified fields will be returned on calling getProfile method.
Profile Filtering (Scope-Session)	UACIGetProfileShowDimFields	If this parameter is passed with value equal to 1, the dimensional fields (usually the fields in dimensional profile table(s) will be returned on getProfile call. Otherwise, only the top level fields are returned. The default value is 0.

Feature	Parameter	Description
Offer Filteration	UACIQueryOffersBySQL	To detect whether or not engine should execute the
(Scope-Session)		offersBySQL logic on getOffers call. To enable, set
		Affinium interact profile Audience Levels Customer Offers
		By Raw SQL enableOffersByRawSQL to true.
Offer Filteration	UACIOffersBySQLTemplate	To fetch offer sql from configuration
(Scope-Session)		Affinium interact profile Audience
		Levels Customer Offers By Raw SQL <sql td="" template<=""></sql>
		name>).The sql referenced by this parameter overrides
		the default SQL (Affinium interact profile Audience
		Levels Customer Offers By Raw SQL defaultSQLTemplate)
		specified in configuration for the Offer By Raw SQL feature.
Offer	UACICellCode	If an offer attributes contain an attribute matching
Attributes(outpu		"UACICellcode", the cell code for the treatment will be returned
t)		as the value for this offer attribute on a getOffers call.
Offer Attributes	UACICellName	If an offer attributes contain an attribute matching
(output)		"UACICellName", the cell name for the treatment will be
		returned as the value for this offer attribute on a getOffers
		call.
Offer Attributes	UACIZoneID	If an offer attributes contain an attribute matching
(output)		"UACIZONEID", the zone id for the treatment will be returned as
		the value for this offer attribute on a getOffers call.
Offer Attributes	UACISegmentID	If an offer attributes contain an attribute matching
(output)		"UACISegmentID", the segment id for the treatment will be
		returned as the value for this offer attribute on a getOffers
		call.
Offer Attributes	UACIOfferID	If an offer attributes contain an attribute matching
(output)		"UACIOfferID", the offer Id for the treatment will be returned as
		the value for this offer attribute on a getOffers call.
Offer Attributes	UACIOfferListID	If the return offer is selected from an offer list configured in a
(output)		rule, this attribute is included in the response to indicate the ID
		of the offerList for the treatment.
Offer Attributes	UACIABTestBranchName	If the returned offer is the outcome of an A/B testing, this
(output)		attribute is included in the response to indicate the name of
、 , 		the selected A/B testing branch.

Runtime environment reserved parameters

The following reserved parameters are used by the runtime environment. Do not use these names for your event parameters.

- UACIResponseTypeCode
- UACIContactStatusCode
- UACILogToLearning
- UACIOfferTrackingCode
- UACIOfferTrackingCodeType
- ResetEventPattern
- PatternToReset
- ResetOfferSuppression
- OfferToResetSuppression
- UACICustomLoggerTableName
- UACIExecuteFlowchartByName
- UACIOffersBySQLTemplate
- UACIQueryOffersBySQL
- UACIGetProfileShowDimFields
- UACIProfileFields
- UACIOfferFields
- UACIExcludeOfferFields
- UACIPurgePriorBlackListOnLoad
- UACIPurgePriorWhiteListOnLoad
- UACIMergePatternStates
- UACIResetMergedPatternStates
- UACISavePatternStates
- UACIShowPatternStates
- UACIOfferDedupeAttribute
- UACINoAttributeDedupeIfFewerOffer
- UACIIgnoreBlackList
- UACIIgnoreSuppressionRules
- UACILogSeparationFileName
- UACICachedOffers
- UACIWaitForSegmentation
- UACIPreRemoveParameter
- UACIPostRemoveParameter
- UACIInteractiveChannelName
- UACIInteractiveChannelID
- UACIInteractionPointName
- UACIInteractionPointID
- UACIEventName
- UACIEventID
- UACISessionID
- UACIEnableOfferMappingFilter
- UACIDisableOfferMappingFilter
- UACICellCode

- UACICellName
- UACIOfferID
- UACISegmentID
- UACIZoneID
- UACIABTestBranchName
- UACIEmbeddedSession
- UACIEventTime
- UACIIncludeArbitration
- UACIIncludeAttributeMetadata

About the AdvisoryMessage class

The advisoryMessage class contains methods which define the advisory message object. The advisory message object is contained in the Response object. Every method in the InteractAPI returns a Response object. (Except for the executeBatch method, which returns a batchResponse object.)

If there is an error or a warning, the Unica Interact server populates the advisory message object. The advisory message object contains the following attributes:

- DetailMessage-a verbose description of the advisory message. This attribute may not be available for all advisory messages. If available, the DetailMessage may not be localized.
- · Message-a short description of the advisory message.
- MessageCode-a code number for the advisory message.
- StatusLevel-a code number for the severity of the advisory message.

You retrieve the advisoryMessage objects by using the getAdvisoryMessages method.

getDetailMessage

The getDetailMessage method returns the detailed, verbose description of an Advisory Message object. Not all messages have a detailed message.

getDetailMessage()

Return value

The Advisory Message object returns a string.

Example

Example

```
// For any non-successes, there should be advisory messages explaining why
if(response.getStatusCode() != Response.STATUS_SUCCESS)
{
    for(AdvisoryMessage msg : response.getAdvisoryMessages())
```

```
{
  System.out.println(msg.getMessage());
  // Some advisory messages may have additional detail:
  System.out.println(msg.getDetailMessage());
  }
}
```

getMessage

The getMessage method returns the brief description of an Advisory Message object.

getMessage()

Return value

The Advisory Message object returns a string.

Example

Example

The following method prints out the message and detailed message of an AdvisoryMessage object.

```
// For any non-successes, there should be advisory messages explaining why
if(response.getStatusCode() != Response.STATUS_SUCCESS)
{
   for(AdvisoryMessage msg : response.getAdvisoryMessages())
   {
     System.out.println(msg.getMessage());
     // Some advisory messages may have additional detail:
     System.out.println(msg.getDetailMessage());
   }
}
```

getMessageCode

The getMessageCode method returns the internal error code associated with an Advisory Message object if the status level is 2 (STATUS_LEVEL_ERROR).

getMessageCode()

Return value

The AdvisoryMessage object returns an integer.

Example

Example

The following method prints out the message code of an AdvisoryMessage object.

```
public static void printMessageCodeOfWarningOrError(String command,AdvisoryMessage[] messages)
{
    System.out.println("Calling "+command);
```

```
for(AdvisoryMessage msg : messages)
{
    System.out.println(msg.getMessageCode());
```

getStatusLevel

The getStatusLevel method returns the status level of an Advisory Message object.

getStatusLevel()

Return value

The Advisory Message object returns an integer.

- 0 STATUS_LEVEL_SUCCESS-The method called completed with no errors.
- 1 STATUS_LEVEL_WARNING-The method called completed with at least one warning (but no errors).
- 2 STATUS_LEVEL_ERROR-The method called did not complete successfully and has at least one error.

Example

Example

The following method prints out the status level of an AdvisoryMessage object.

```
public static void printMessageCodeOfWarningOrError(String command,AdvisoryMessage[] messages)
{
    System.out.println("Calling "+command);
    for(AdvisoryMessage msg : messages)
    {
        System.out.println(msg.getStatusLevel());
    }
}
```

About the AdvisoryMessageCode class

The advisoryMessageCode class contains methods which define the advisory message codes. You retrieve the advisory message codes with the getMessageCode method.

Advisory message codes

You retrieve the advisory message codes with the getMessageCode method.

This table lists and describes the advisory message codes.

Code	Message text	Description
1	INVALID_SESSION_ID	The session ID does not reference a valid session.
2	ERROR_TRYING_TO_ABORT_ SEGMENTATION	An error occurred while trying to abort segmentation
		during an endsession call.

Code	Message text	Description
3	INVALID_INTERACTIVE_CHANNEL	The argument that was passed in for interactive channel does not reference a valid interactive channel.
4	INVALID_EVENT_NAME	The argument that was passed in for the event does not reference a valid event for the current interactive channel.
5	INVALID_INTERACTION_POINT	The argument that was passed in for the interaction point does not reference a valid interaction point for the current interactive channel.
6	ERROR_WHILE_MAKING_INITIAL_ SEGMENTATION_REQUEST	An error was encountered when submitting a segmentation request.
7	SEGMENTATION_RUN_FAILED	The segmentation ran partly, but resulted in an error.
8	PROFILE_LOAD_FAILED	The attempt to load the profile or dimension tables failed.
9	OFFER_SUPPRESSION_LOAD_FAILED	The attempt to load the offer suppression table failed.
10	COMMAND_METHOD_ UNRECOGNIZED	A command method that was specified for a command within an executeBatch call is not valid.
11	ERROR_TRYING_TO_POST_EVENT _PARAMETERS	An error occurred while posting the event parameters.
12	LOG_SYSTEM_EVENT_EXCEPTION	An exception occurred when trying to submit system event (End Session, Get Offer, Get Profile, Set Audience, Set Debug, or Start Session) for logging.
13	LOG_USER_EVENT_EXCEPTION	An exception occurred when trying to submit user event for logging.
14	ERROR_TRYING_TO_LOOK_UP_EVENT	An error occurred when trying to look up the event name.
15	ERROR_TRYING_TO_LOOK_UP _INTERACTIVE_CHANNEL	An error occurred when trying to look up the interactive channel name.
16	ERROR_TRYING_TO_LOOK_UP _INTERACTION_POINT	An error occurred when trying to look up the interaction point name.
17	RUNTIME_EXCEPTION_ ENCOUNTERED	An unexpected runtime exception was encountered.
18	ERROR_TRYING_TO_EXECUTE_ ASSOCIATED_ACTION	An error occurred while trying to run associated action (Trigger Resegmentation, Log Offer Contact, Log Offer Acceptance, or Log Offer Rejection).
19	ERROR_TRYING_RUN_FLOWCHART	An error occurred while trying to run flowchart.
20	FLOWCHART_FAILED	A flowchart run failed.

Code	Message text	Description
21	FLOWCHART_ABORTED	A flowchart run was aborted.
22	FLOWCHART_NEVER_RUN	A specified flowchart was never run.
23	FLOWCHART_STILL_RUNNING	A flowchart is still running.
24	ERROR_WHILE_READING_ PARAMETERS	An error occurred while reading parameters.
25	ERROR_WHILE_LOADING_ RECOMMENDED_OFFERS	Error while loading recommended offers
26	ERROR_WHILE_LOGGING_DEFAULT _TEXT_STATISTICS	An error occurred while logging default text statistics (the number of times the default string for the interaction point displayed).
27	SCORE_OVERRIDE_LOAD_FAILED	The score override table failed to load.
28	NULL_AUDIENCE_ID	The audience identifier is empty.
29	UNRECOGNIZED_AUDIENCE_LEVEL	An unrecognized audience level was specified.
30	MISSING_AUDIENCE_FIELD	An audience field is missing.
31	INVALID_AUDIENCE_FIELD_TYPE	An invalid audience field type was specified.
32	UNSUPPORTED_AUDIENCE_FIELD _TYPE	Unsupported audience field type
33	TIMEOUT_REACHED_ON_GET_ OFFERS_CALL	The ${\tt getOffers}$ call reached timeout without returning offers.
34	INTERACT_INITIALIZATION_NOT_ COMPLETED_SUCCESSFULLY	The runtime server initialization did not complete successfully.
35	SESSION_ID_UNDEFINED	The session identifier is undefined.
36	INVALID_NUMBER_OF_OFFERS_ REQUESTED	An invalid number of offers was requested.
37	NO_SESSION_EXIST_BUT_WILL_ CREATE_NEW_ONE	No session existed, but one was created.
38	AUDIENCE_ID_NOT_FOUND_IN_ PROFILE_TABLE	The specified audience identifier is not in the profile table.
39	LOG_CUSTOM_LOGGER_EVENT_ EXCEPTION	An exception occurred when trying to submit custom logging data event.
40	SPECIFIED_FLOWCHART_FOR_ EXECUTION_DOES_NOT_EXIST	The specified flowchart cannot be run because it does not exist.
41	AUDIENCE_NOT_DEFINED_IN_ CONFIGURATION	The specified audience is not defined in the configuration.
42	Unable to load offers from raw SQL	The raw SQL is unable to load offers.
43	Invalid duplicate policy	The duplicate policy for sessionID is not valid.

Code	Message text	Description
44	Error saving the event pattern states for audienceID	An error occurred while saving the event pattern states for audienceID.
45	Invalid expression	The expression is invalid.
46	Empty expression	The expression is empty.
47	Error trying to evaluate an event pattern	An error occurred while trying to evaluate an event pattern.
48	Error loading event pattern state for audience ID	An error occurred while loading event pattern state for audience ID.
49	Error loading/updating session	An error occurred while loading or updating session.
50	Error loading/updating event pattern state for audience ID	An error occurred while loading or updating event pattern state for audience ID
51	Error creating OpDetection run time service	An error occurred while creating OpDetection run time service.
52	Error retrieving latest event pattern states from OpDetection for sessionId	An error occurred while retrieving latest event pattern states from OpDetection for sessionId.
53	Error posting event to OpDetection for sessionId	An error occurred while posting event to OpDetection for sessionId.
54	Error contacting OpDetection service for server	An error occurred while contacting OpDetection service for server.
55	OpDetection service won't be contacted for next {0} minutes	The OpDetection service cannot be contacted for next {0} minutes.
56	Missing required parameter(s) {0} for event {1}.	The required parameter(s) {0} for event {1} are missing.
57	The event is configured to log as contact, but no offers have been recommended	The event is configured to log as contact, but no offers have been recommended .
58	Log to contact requested but treatmentCode not valid	The log to contact requested, but the treatmentCode is not valid for sessionCode.
59	Failed to get batch response for advanced scenario simulator run. See log on server for more details.	Unable to get batch response for advanced scenario simulator run. See log on server for more details.
60	Log to response requested but tracking code not valid for sessionCode	The log to response is requested, but tracking code is not valid for sessionCode.
61	Log to contact requested but contact status code not valid for sessionCode: {0} contact status code: {1}	The log to contact requested, but contact status code is not valid for sessionCode.

Code	Message text	Description
62	Log to response requested but response type code not valid for sessionCode: {0} response type code: {1}	The log to response requested but response type code not valid for sessionCode.
63	Authentication failed. Token is not available	The authentication failed as token is not available.
64	Authentication failed. SessionId is not available	The authentication failed as SessionId is not available.
65	Authentication failed. Token is not associated with the requested sessionId.	The authentication failed as token is not associated with the requested sessionId.
66	Unauthorized request. Invalid token or credentials.	The request is unauthorized as token or credentials is invalid.
67	Error generating token	An error occurred while generating token.
68	Error: Failed to get batch response for basic scenario simulator run. See log on server for more details.	Failed to get batch response for basic scenario simulator run.
69	No valid license	The license is not valid.
70	Unable to create or find a session	Unable to create or find a session
71	Flowchart failed for session id: {0}	The flowchart has failed the session.
72	Flowchart execution timed out for session id: {0}	The flowchart execution timed out for the session.
73	Campaign API to get Static Segments failed for session id: {0}	The Campaign API gets Static Segments failed for the session.
74	Campaign API to get Static Segments timed out for session id: {0}	The Campaign API get Static Segments timed out for the session.
101	Response for command	Response for command
102	Status code	Status code
103	API version	API version
104	Session ID	Session ID
105	Advisory message	Advisory message
106	Message code	Message code
107	Message	Message
108	Detailed message	Detailed message
109	Status level	Status level
110	No advisory message	No advisory message
111	No profile record	No profile record
112	Offers for Interaction Point	Offers for Interaction Point

Code	Message text	Description
113	Default text	Default text
114	Recommended offer	Recommended offer
115	Offer score	Offer score
116	Offer name	Offer name
117	Offer description	Offer description
118	Offer code	Offer code
119	Offer parameters	Offer parameters120
120	Treatment Code	Treatment Code
121	No recommended offers	No recommended offers
122	No offer list	No offer list
123	Name	Name
124	Туре	Туре
125	Date value	Date value
126	String value	String value
127	Numeric value	Numeric value
128	Unable to find a valid receiver and/or a valid gateway	Unable to find a valid receiver and/or a valid gateway
129	Invalid receiver: {0}	The receiver is invalid.
130	Invalid gateway: {0}	The gateway is invalid.
131	Message sent to receiver {0} for gateway {1} successfully	The message sent to receiver for gateway is successful.
132	No valid receiver available	There is no valid receiver available.
133	Invalid format of Parameter - {0}	The format of parameter is invalid.
134	Invalid format of AudienceID	The format of AudienceID is invalid.
135	Invalid Parameter {0}, invalid value {1}	The parameter is invalid with an invalid value.
136	Invalid AudienceID {0}, invalid value {1}	The audienceID is invalid with an invalid value.
137	Invalid Parameter {0}, invalid data type {1}	The parameter is invalid with an invalid data type.
138	Invalid AudienceID {0}, invalid data type {1}	The audienceID is invalid with an invalid data type.
139	Invalid Parameter {0}, expected data type {1}, but received {2}	Invalid Parameter {0}, expected data type {1}, but received {2}

Code	Message text	Description
140	Cannot find the offer to reset the suppression rules: {0}.	Cannot find the offer to reset the suppression rules.
141	Cannot find the event pattern to reset: {0}	Cannot find the event pattern to reset.
142	Invalid format of request, missing Parameter: {0}	The format of request is invalid with a missing parameter.
201	Inputs provided for the API are invalid	The inputs provided for the API are invalid.
202	Internal error occurred. Please check the logs for more details	An internal error occurred. Check the logs for more details.
203	Invalid IC Id or Name: {0}	The IC Id or Name is invalid.
204	Error trying to lookup IC Name: {0} in deployment cache.	An error occurred while trying to lookup IC Name: {0} in deployment cache.
205	Input parameter {0} is missing	The input parameter is missing.
206	Authentication failed	Authentication failed
207	User name is required	User name is required.

About the BatchResponse class

The BatchResponse class contains methods which define the results of the executeBatch method.

The Batch Response object contains the following attributes:

- BatchStatusCode-The highest Status Code value for all the responses requested by the executeBatch method.
- **Responses**-An array of the Response objects requested by the executeBatch method.

getBatchStatusCode

The getBatchStatusCode method returns the highest status code from the array of commands executed by the executeBatch method.

getBatchStatusCode()

Return value

 $The {\tt getBatchStatusCode}\ method\ returns\ an\ integer.$

- 0 STATUS_SUCCESS-The method called completed with no errors.
- 1 STATUS_WARNING-The method called completed with at least one warning (but no errors).
- 2 STATUS_ERROR-The method called did not complete successfully and has at least one error.

Example

Example

The following code sample gives an example of how to retrieve the BatchStatusCode.

```
// Top level status code is a short cut to determine if there are any
// non-successes in the array of Response objects
if(batchResponse.getBatchStatusCode() == Response.STATUS_SUCCESS)
{
  System.out.println("ExecuteBatch ran perfectly!");
}
else if(batchResponse.getBatchStatusCode() == Response.STATUS_WARNING)
{
  System.out.println("ExecuteBatch call processed with at least one warning");
}
else
{
  System.out.println("ExecuteBatch call processed with at least one error");
}
// Iterate through the array, and print out the message for any non-successes
for(Response response : batchResponse.getResponses())
{
  if(response.getStatusCode()!=Response.STATUS_SUCCESS)
  {
      printDetailMessageOfWarningOrError("executeBatchCommand",
   response.getAdvisoryMessages());
  }
}
```

getResponses

The getResponses method returns the array of response objects that correspond to the array of commands executed by the executeBatch method.

getResponses()

Return value

The getResponses method returns an array of Response objects.

Example

Example

The following example selects all the responses and prints out any advisory messages if the command was not successful.

```
for(Response response : batchResponse.getResponses())
{
    if(response.getStatusCode()!=Response.STATUS_SUCCESS)
    {
        printDetailMessageOfWarningOrError("executeBatchCommand",
        response.getAdvisoryMessages());
    }
}
```

About the Command interface

The executeBatch method requires you to pass in an array of objects that implements the Command interface. You should use the default implementation, CommandImpl to pass in the Command objects.

The following table lists the command, the method of the InteractAPI class the command represents, and the Command interface methods you must use for each command. You do not need to include a session ID because the executeBatch method already includes the session ID.

Command	Interact API Method	Command Interface Methods
COMMAND_ENDSESSION	endSession	None.
COMMAND_GETOFFERS	getOffers	setInteractionPointsetNumberRequested
COMMAND_GETPROFILE	getProfile	None.
COMMAND_GETVERSION	getVersion	None.
COMMAND_POSTEVENT	postEvent	setEventsetEventParameters
COMMAND_SETAUDIENCE	setAudience	 setAudienceID setAudienceLevel setEventParameters
COMMAND_SETDEBUG	setDebug	setDebug
COMMAND_STARTSESSION	startSession	 setAudienceID setAudienceLevel setDebug setEventParameters setInteractiveChannel setRelyOnExistingSession

setAudienceID

The setAudienceID method defines the AudienceID for the setAudience and startSession commands.

setAudienceID(audienceID)

• audienceID-an array of NameValuePair objects which define the AudienceID.

Return value

None.

Example

Example

The following example is an excerpt from an executeBatch method calling startSession and setAudience.

```
NameValuePair custId = new NameValuePairImpl();
custId.setName("CustomerId");
custId.setValueAsNumeric(1.0);
custId.setValueDataType(NameValuePair.DATA_TYPE_NUMERIC);
NameValuePair[] initialAudienceId = { custId };
. . .
Command startSessionCommand = new CommandImpl();
startSessionCommand.setAudienceID(initialAudienceId);
. . .
Command setAudienceCommand = new CommandImpl();
setAudienceCommand.setAudienceID(newAudienceId);
. . .
/** Build command array */
Command[] commands =
    {
        startSessionCommand,
        setAudienceCommand,
    };
/** Make the call */
    BatchResponse batchResponse = api.executeBatch(sessionId, commands);
/** Process the response appropriately */
    processExecuteBatchResponse(batchResponse);
```

setAudienceLevel

The setAudienceLevel method defines the Audience Level for the setAudience and startSession commands.

setAudienceLevel(audienceLevel)

• audienceLevel-a string containing the Audience Level.



Important: The name of the *audienceLevel* must match the name of the audience level as defined in Unica Campaign exactly. It is case-sensitive.

Return value

None.

Example

Example

The following example is an excerpt from an executeBatch method calling startSession and setAudience.

```
String audienceLevel="Customer";
. . .
Command startSessionCommand = new CommandImpl();
startSessionCommand.setAudienceID(initialAudienceId);
. . .
Command setAudienceCommand = new CommandImpl();
setAudienceCommand.setAudienceLevel(audienceLevel);
. . .
/** Build command array */
Command[] commands =
    {
        startSessionCommand,
        setAudienceCommand,
    };
/** Make the call */
    BatchResponse batchResponse = api.executeBatch(sessionId, commands);
/** Process the response appropriately */
    processExecuteBatchResponse(batchResponse);
```

setDebug

The ${\tt setDebug}$ method defines the debug level for the ${\tt startSession}$ command.

```
setDebug(debug)
```

If true, the runtime server logs debug information to the runtime server log. If false, the runtime server does not log any debug information. The debug flag is set for each session individually. Therefore, you can trace debut data for an individual runtime session.

• debug-a boolean (true or false).

Return value

None.

Example

Example

The following example is an excerpt from an executeBatch method calling startSession and setDebug.

```
boolean initialDebugFlag=true;
boolean newDebugFlag=false;
. . .
/* build the startSession command */
Command startSessionCommand = new CommandImpl();
startSessionCommand.setDebug(initialDebugFlag);
. . .
```

```
/* build the setDebug command */
Command setDebugCommand = new CommandImpl();
setDebugCommand.setMethodIdentifier(Command.COMMAND_SETDEBUG);
setDebugCommand.setDebug(newDebugFlag);
/** Build command array */
Command[] commands =
    {
        startSessionCommand,
        setDebugCommand,
        setDebugCommand,
        };
/** Make the call */
        BatchResponse batchResponse = api.executeBatch(sessionId, commands);
/** Process the response appropriately */
        processExecuteBatchResponse(batchResponse);
```

setEvent

The setEvent method defines the name of the event used by the postEvent command.



· event-A string which contains the event name.

Important: The name of the event must match the name of the event as defined in the interactive channel exactly. It is case-sensitive.

Return value

None.

Example

Example

The following example is an excerpt from an executeBatch method calling postEvent.

```
String eventName = "SearchExecution";
Command postEventCommand = new CommandImpl();
postEventCommand.setMethodIdentifier(Command.COMMAND_POSTEVENT);
postEventCommand.setEventParameters(postEventParameters);
postEventCommand.setEvent(eventName);
```

setEventParameters

The setEventParameters method defines the event parameters used by the postEvent command. These values are stored in the session data.

setEventParameters(eventParameters)

• eventParameters-an array of NameValuePair objects defining the event parameters.

For example, if the event is logging an offer to contact history, you must include the treatment code of the offer.

Return value

None.

Example

Example

The following example is an excerpt from an executeBatch method calling postEvent.

```
NameValuePair parmB1 = new NameValuePairImpl();
parmB1.setName("SearchString");
parmB1.setValueAsString("mortgage");
parmB1.setValueDataType(NameValuePair.DATA_TYPE_STRING);
NameValuePair parmB2 = new NameValuePairImpl();
parmB2.setName("TimeStamp");
parmB2.setValueAsDate(new Date());
parmB2.setValueDataType(NameValuePair.DATA_TYPE_DATETIME);
NameValuePair parmB3 = new NameValuePairImpl();
parmB3.setName("Browser");
parmB3.setValueAsString("IE6");
parmB3.setValueDataType(NameValuePair.DATA_TYPE_STRING);
NameValuePair parmB4 = new NameValuePairImpl();
parmB4.setName("FlashEnabled");
parmB4.setValueAsNumeric(1.0);
parmB4.setValueDataType(NameValuePair.DATA_TYPE_NUMERIC);
NameValuePair parmB5 = new NameValuePairImpl();
parmB5.setName("TxAcctValueChange");
parmB5.setValueAsNumeric(0.0);
parmB5.setValueDataType(NameValuePair.DATA_TYPE_NUMERIC);
NameValuePair parmB6 = new NameValuePairImpl();
parmB6.setName("PageTopic");
parmB6.setValueAsString("");
parmB6.setValueDataType(NameValuePair.DATA_TYPE_STRING);
NameValuePair[] postEventParameters = { parmB1,
parmB2,
parmB3,
parmB4,
parmB5,
parmB6
 };
. . .
Command postEventCommand = new CommandImpl();
postEventCommand.setMethodIdentifier(Command.COMMAND_POSTEVENT);
postEventCommand.setEventParameters(postEventParameters);
```

postEventCommand.setEvent(eventName);

setGetOfferRequests

The setGetOfferRequests method sets the parameter for retrieving offers used by the getOffersForMultipleInteractionPoints command.

setGetOfferRequests(numberRequested)

• numberRequested - an array of GetofferRequest objects defining the parameter for retrieving offers.

Return value

None.

Example

Example

The following example is an excerpt from a GetOfferRequest method calling setGetOfferRequests.

```
GetOfferRequest request1 = new GetOfferRequest(5, GetOfferRequest.NO_DUPLICATION);
     request1.setIpName("IP1");
     OfferAttributeRequirements offerAttributes1 = new OfferAttributeRequirements();
     NameValuePairImpl attr1 = new NameValuePairImpl("attr1",
          NameValuePair.DATA_TYPE_NUMERIC, 1);
     NameValuePairImpl attr2 = new NameValuePairImpl("attr2",
          NameValuePair.DATA_TYPE_STRING, "value2");
     NameValuePairImpl attr3 = new NameValuePairImpl("attr3",
          NameValuePair.DATA_TYPE_STRING, "value3");
     NameValuePairImpl attr4 = new NameValuePairImpl("attr4",
          NameValuePair.DATA_TYPE_NUMERIC, 4);
     offerAttributes1.setNumberRequested(5);
     offerAttributes1.setAttributes(new NameValuePairImpl[] {attr1, attr2});
     OfferAttributeRequirements childAttributes1 = new OfferAttributeRequirements();
     childAttributes1.setNumberRequested(3);
     childAttributes1.setAttributes(new NameValuePairImpl[] {attr3});
     OfferAttributeRequirements childAttributes2 = new OfferAttributeRequirements();
     childAttributes2.setNumberRequested(3);
     childAttributes2.setAttributes(new NameValuePairImpl[] {attr4});
     offerAttributes1.setChildRequirements(Arrays.asList(childAttributes1,
          childAttributes2));
     request1.setOfferAttributes(offerAttributes1);
     GetOfferRequest request2 = new GetOfferRequest(3, GetOfferRequest.ALLOW_DUPLICATION);
     request2.setIpName("IP2");
     OfferAttributeRequirements offerAttributes2 = new OfferAttributeRequirements();
     offerAttributes2.setNumberRequested(3);
     offerAttributes2.setAttributes(new NameValuePairImpl[] {new NameValuePairImpl("attr5",
          NameValuePair.DATA_TYPE_STRING, "value5")});
     request2.setOfferAttributes(offerAttributes2);
     GetOfferRequest request3 = new GetOfferRequest(2, GetOfferRequest.NO_DUPLICATION);
     request3.setIpName("IP3");
```

```
request3.setOfferAttributes(null);
Command getOffersMultiIPCmd = new CommandImpl();
getOffersMultiIPCmd.setGetOfferRequests(new GetOfferRequest[] {request1,
        request2, request3});
```

setInteractiveChannel

The setInteractiveChannel method defines the name of the interactive channel used by the startSession command.

```
setInteractiveChannel(interactiveChannel)
```

• interactiveChannel-a string containing the interactive channel name.

Important: The *interactiveChannel* must match the name of the interactive channel as defined in Unica Campaign exactly. It is case-sensitive.

Return value

None.

Example

Example

The following example is an excerpt from an executeBatch method calling startSession.

```
String interactiveChannel="Accounts Website";
. . .
Command startSessionCommand = new CommandImpl();
startSessionCommand.setInteractiveChannel(interactiveChannel);
```

setInteractionPoint

The setInteractionPoint method defines the name of the interaction point used by the getoffers and postEvent commands.

setInteractionPoint(interactionPoint)

• interactionPoint-a string containing the interaction point name.

Important: The *interactionPoint* must match the name of the interaction point as defined in the interactive channel exactly. It is case-sensitive.

Return value

None.

Example

Example

The following example is an excerpt from an executeBatch method calling getOffers.

```
String interactionPoint = "Overview Page Banner 1";
int numberRequested=1;
Command getOffersCommand = new CommandImpl();
getOffersCommand.setMethodIdentifier(Command.COMMAND_GETOFFERS);
getOffersCommand.setInteractionPoint(interactionPoint);
getOffersCommand.setNumberRequested(numberRequested);
```

setMethodIdentifier

The setMethodIdentifier method defines the type of command contained in the command object.

setMethodIdentifier(methodIdentifier)

• methodldentifier-a string containing the type of command.

The valid values are:

- \circ COMMAND_ENDSESSION-represents the ${\tt endSession}$ method.
- \circ COMMAND_GETOFFERS-represents the ${\tt getOffers}$ method.
- \circ COMMAND_GETPROFILE-represents the ${\tt getProfile}$ method.
- **COMMAND_GETVERSION**-represents the getVersion method.
- **COMMAND_POSTEVENT**-represents the postEvent method.
- **COMMAND_SETAUDIENCE**-represents the setAudience method.
- **COMMAND_SETDEBUG**-represents the setDebug method.
- COMMAND_STARTSESSION-represents the startSession method.

Return value

None.

Example

Example

The following example is an excerpt from an executeBatch method calling getVersion and endSession.

```
Command getVersionCommand = new CommandImpl();
getVersionCommand.setMethodIdentifier(Command.COMMAND_GETVERSION);
Command endSessionCommand = new CommandImpl();
endSessionCommand.setMethodIdentifier(Command.COMMAND_ENDSESSION);
Command[] commands =
{
getVersionCommand,
```

endSessionCommand
};

setNumberRequested

The setNumberRequested method defines the number of offers requested by the getoffers command.

setNumberRequested(numberRequested)

• numberRequested-an integer defining the number of offers requested by the getoffers command.

Return value

None.

Example

Example

The following example is an excerpt from an executeBatch method calling getOffers.

```
String interactionPoint = "Overview Page Banner 1";
int numberRequested=1;
Command getOffersCommand = new CommandImpl();
getOffersCommand.setMethodIdentifier(Command.COMMAND_GETOFFERS);
getOffersCommand.setInteractionPoint(interactionPoint);
getOffersCommand.setNumberRequested(numberRequested);
```

setRelyOnExistingSession

The setRelyOnExistingSession method defines a boolean defining whether the startSession command uses an existing session or not.

```
setRelyOnExistingSession(relyOnExistingSession)
```

If true, the session ID for executeBatch must match an existing session ID. If false, you must supply a new session ID with the executeBatch method.

• relyOnExistingSession-a boolean (true or false).

Return value

None.

```
Example
```

Example

The following example is an excerpt from an executeBatch method calling startSession.

```
boolean relyOnExistingSession=false;
. . .
Command startSessionCommand = new CommandImpl();
startSessionCommand.setRelyOnExistingSession(relyOnExistingSession);
```

About the NameValuePair interface

Many methods in the Unica Interact API either return NameValuePair objects or require you to pass NameValuePair objects as arguments. When passing as arguments into a method, you should use the default implementation NameValuePairImpl.

getName

The getName method returns the name component of a NameValuePair object.

getName()

Return value

The getName method returns a string.

Example

Example

The following example is an excerpt from a method which processes the response object for getProfile.

```
for(NameValuePair nvp : response.getProfileRecord())
{
    System.out.println("Name:"+nvp.getName());
}
```

getValueAsDate

The getValueAsDate method returns the value of a NameValuePair object.

getValueAsDate()

You should use getValueDataType before using getValueAsDate to confirm you are referencing the correct data type.

Return value

The getValueAsDate method returns a date.

Example

Example

The following example is an excerpt from a method which processes a NameValuePair and prints the value if it is a date.

```
if(nvp.getValueDataType().equals(NameValuePair.DATA_TYPE_DATE))
{
    System.out.println("Value:"+nvp.getValueAsDate());
}
```

getValueAsNumeric

The getValueAsNumeric method returns the value of a NameValuePair object.

```
getValueAsNumeric()
```

You should use getValueDataType before using getValueAsNumeric to confirm you are referencing the correct data type.

Return value

The getValueAsNumeric method returns a double. If, for example, you are retrieving a value originally stored in your profile table as an Integer, getValueAsNumeric returns a double.

Example

Example

}

The following example is an excerpt from a method which processes a NameValuePair and prints the value if it is numeric.

```
if(nvp.getValueDataType().equals(NameValuePair.DATA_TYPE_NUMERIC))
{
```

```
System.out.println("Value:"+nvp.getValueAsNumeric());
```

getValueAsString

The getValueAsString method returns the value of a NameValuePair object.

```
getValueAsString()
```

You should use getValueDataType before using getValueAsString to confirm you are referencing the correct data type.

Return value

The getValueAsString method returns a string. If, for example, you are retrieving a value originally stored in your profile table as a char, varchar, or char[10], getValueAsString returns a string.

Example

Example

The following example is an excerpt from a method which processes a NameValuePair and prints the value if it is a string.

```
if(nvp.getValueDataType().equals(NameValuePair.DATA_TYPE_STRING))
```

```
System.out.println("Value:"+nvp.getValueAsString());
```

}

getValueDataType

The getValueDataType method returns the data type of a NameValuePair object.

getValueDataType()

You should use getValueDataType before using getValueAsDate, getValueAsNumeric, or getValueAsString to confirm you are referencing the correct data type.

Return value

The getValueDataType method returns a string indicating whether the NameValuePair contains a data, number, or string.

The valid values are:

- DATA_TYPE_DATETIME-a date containing a date and time value.
- DATA_TYPE_NUMERIC-a double containing a number value.
- DATA_TYPE_STRING-a string containing a text value.

Example

Example

The following example is an excerpt from a method which processes the response object from a getProfile method.

```
for(NameValuePair nvp : response.getProfileRecord())
{
    System.out.println("Name:"+nvp.getName());
    if(nvp.getValueDataType().equals(NameValuePair.DATA_TYPE_DATETIME))
    {
        System.out.println("Value:"+nvp.getValueAsDate());
    }
    else if(nvp.getValueDataType().equals(NameValuePair.DATA_TYPE_NUMERIC))
    {
        System.out.println("Value:"+nvp.getValueAsNumeric());
    }
    else
    {
        System.out.println("Value:"+nvp.getValueAsString());
    }
}
```

setName

The setName method defines the name component of a NameValuePair object.

setName(name)

• name-a string containing the name component of a NameValuePair object.

Return value

None.

Example

Example

The following example shows how to define the name component of a NameValuePair.

```
NameValuePair custId = new NameValuePairImpl();
custId.setName("CustomerId");
custId.setValueAsNumeric(1.0);
custId.setValueDataType(NameValuePair.DATA_TYPE_NUMERIC);
NameValuePair[] initialAudienceId = { custId };
```

setValueAsDate

The setValueAsDate method defines the value of a NameValuePair object.

```
setValueAsDate(valueAsDate)
```

· valueAsDate-a date containing the date and time value of a NameValuePair object.

Return value

None.

Example

Example

The following example shows how to define the value component of a NameValuePair if the value is a date.

```
NameValuePair parm2 = new NameValuePairImpl();
parm2.setName("TimeStamp");
parm2.setValueAsDate(new Date());
parm2.setValueDataType(NameValuePair.DATA_TYPE_DATETIME);
```

setValueAsNumeric

The setValueAsNumeric method defines the value of a NameValuePair object.

```
setValueAsNumeric(valueAsNumeric)
```

• valueAsNumeric-a double containing the numeric value of a NameValuePair object.

Return value

None.

Example

Example

The following example shows how to define the value component of a NameValuePair if the value is a numeric.

```
NameValuePair parm4 = new NameValuePairImpl();
parm4.setName("FlashEnabled");
parm4.setValueAsNumeric(1.0);
parm4.setValueDataType(NameValuePair.DATA_TYPE_NUMERIC);
```

setValueAsString

The setValueAsString method defines the value of a NameValuePair object.

setValueAsString(valueAsString)

• valueAsString-a string containing the value of a NameValuePair object

Return value

None.

Example

Example

The following example shows how to define the value component of a NameValuePair if the value is a numeric.

```
NameValuePair parm3 = new NameValuePairImpl();
parm3.setName("Browser");
parm3.setValueAsString("IE6");
parm3.setValueDataType(NameValuePair.DATA_TYPE_STRING);
```

setValueDataType

The setValueDataType method defines the data type of a NameValuePair object.

```
getValueDataType(valueDataType)
```

The valid values are:

- DATA_TYPE_DATETIME-a date containing a date and time value.
- DATA_TYPE_NUMERIC-a double containing a number value.
- DATA_TYPE_STRING-a string containing a text value.

Return value

None.

Example

Example

The following examples show how to set the data type of the value of a NameValuePair.

```
NameValuePair parm2 = new NameValuePairImpl();
parm2.setName("TimeStamp");
parm2.setValueAsDate(new Date());
parm2.setValueDataType(NameValuePair.DATA_TYPE_DATETIME);
NameValuePair parm3 = new NameValuePairImpl();
parm3.setName("Browser");
parm3.setValueAsString("IE6");
parm3.setValueDataType(NameValuePair.DATA_TYPE_STRING);
NameValuePair parm4 = new NameValuePairImpl();
parm4.setValueAsNumeric(1.0);
parm4.setValueDataType(NameValuePair.DATA_TYPE_NUMERIC);
```

setScope(scope)

The setScope method defines the lifetime of this NameValuePair object.

The following are the valid values.

- Scope.INVOCATION: The NameValuePair object is effective during the process of this API invocation. Its value is not saved in the session.
- Scope.SESSION: the NameValuePair object is effective from the beginning of this API invocation until it is removed. Its value is saved in the session. This is the default.

Return value

None

getScope()

The getScope method gets the scope of NamevaluePair method.

The following are the valid values.

- Scope. INVOCATION: The NameValuePair object is effective during the process of this API invocation. Its value is not saved in the session.
- Scope.SESSION: The NameValuePair object is effective from the beginning of this API invocation until it is removed. Its value is saved in the session.

Return value

The getScope method returns a value of Scope enum.

About the Offer class

The offer class contains methods which define an Offer object. This offer object contains many of the same properties of an offer in Unica Campaign.

The offer object contains the following attributes:

- AdditionalAttributes-NameValuePairs containing any custom offer attributes you have defined in Unica Campaign.
- Description-The description of the offer.
- EffectiveDate-The effective date of the offer.
- ExpirationDate-The expiration date of the offer.
- OfferCode-The offer code of the offer.
- OfferName-The name of the offer.
- TreatmentCode-The treatment code of the offer.
- Score-The marketing score of the offer, or the score defined by the scoreOverrideTable if the enableScoreOverrideLookup property is true.

getAdditionalAttributes

The getAdditionalAttributes method returns the custom offer attributes defined in Unica Campaign.

getAdditionalAttributes()

Return value

The getAdditionalAttributes method returns an array of NameValuePair objects.

Example

Example

The following example sorts through all the additional attributes, checking for the effective date and expiration date, and printing out the other attributes.

```
for(NameValuePair offerAttribute : offer.getAdditionalAttributes())
{
    // check to see if the effective date exists
    if(offerAttribute.getName().equalsIgnoreCase("effectiveDate"))
    {
        System.out.println("Found effective date");
    }
    // check to see if the expiration date exists
```

```
else if(offerAttribute.getName().equalsIgnoreCase("expirationDate"))
    {
        System.out.println("Found expiration date");
    }
    printNameValuePair(offerAttribute);
    }
}
public static void printNameValuePair(NameValuePair nvp)
{
    // print out the name:
    System.out.println("Name:"+nvp.getName());
    // based on the datatype, call the appropriate method to get the value
    if(nvp.getValueDataType()==NameValuePair.DATA_TYPE_DATETIME)
        System.out.println("DateValue:"+nvp.getValueAsDate());
    else if(nvp.getValueDataType()==NameValuePair.DATA_TYPE_NUMERIC)
        System.out.println("NumericValue:"+nvp.getValueAsNumeric());
    else
        System.out.println("StringValue:"+nvp.getValueAsString());
```

getDescription

The getDescription method returns the description of the offer defined in Unica Campaign.

getDescription()

Return value

The getDescription method returns a string.

Example

Example

The following example prints the description of an offer.

```
for(Offer offer : offerList.getRecommendedOffers())
{
    // print offer
    System.out.println("Offer Description:"+offer.getDescription());
}
```

getOfferCode

The getOfferCode method returns the offer code of the offer as defined in Unica Campaign.

getOfferCode()

Return value

The getOfferCode method returns an array of strings containing the offer code of the offer.

Example

Example

The following example prints the offer code of an offer.

```
for(Offer offer : offerList.getRecommendedOffers())
{
    // print offer
    System.out.println("Offer Code:"+offer.getOfferCode());
}
```

getOfferName

The getOfferName method returns the name of the offer as defined in Unica Campaign.

getOfferName()

Return value

The getOfferName method returns string.

Example

Example

The following example prints the name of an offer.

```
for(Offer offer : offerList.getRecommendedOffers())
{
    // print offer
    System.out.println("Offer Name:"+offer.getOfferName());
}
```

getScore

The getScore method returns a score, which is based on the offers you configured.

getScore()

The getScore method returns one of the following:

- If you did not enabled the default offers table, score override table, or built-in learning, this method returns the marketing score of the offer as defined on the interaction strategy tab.
- If you enabled the default offers or score override table and not enabled built-in learning, this method returns the score of the offer as defined by the order of precedence between the default offers table, the marketer's score, and the score override table.
- If you enabled built-in learning, this method returns the final score that the built-in learning used to order offers.

Return value

The getScore method returns an integer that represents the score of the offer.

Example

The following example prints the score of an offer.

```
for(Offer offer : offerList.getRecommendedOffers())
{
    // print offer
    System.out.println("Offer Score:"+offer.getOfferScore());
}
```

getTreatmentCode

The getTreatmentCode method returns the treatment code of the offer as defined in Unica Campaign.

getTreatmentCode()

Because Unica Campaign uses the treatment code to identify the instance of the offer served, this code must be returned as an event parameter when using the postEvent method to log a contact, acceptance, or rejection event of the offer. If you are logging an offer acceptance or rejection, you must set the name value of the NameValuePair representing the treatment code to UACLOFFerTrackingCode.

Return value

The getTreatmentCode method returns a string.

Example

Example

The following example prints the treatment code of an offer.

```
for(Offer offer : offerList.getRecommendedOffers())
{
    // print offer
    System.out.println("Offer Treatment Code:"+offer.getTreatmentCode());
}
```

About the OfferList class

The offerList class contains methods which define the results of the getoffers method.

The OfferList object contains the following attributes:

- DefaultString-The default string defined for the interaction point in the interactive channel.
- RecommendedOffers-An array of the Offer objects requested by the getOffers method.

The offerList class works with lists of offers. This class is not related to Unica Campaign offer lists.

getDefaultString

The getDefaultstring method returns the default string for the interaction point as defined in Unica Campaign.

getDefaultString()

If the RecommendedOffers object is empty, you should configure your touchpoint to present this string to ensure some content is presented. Unica Interact populates the DefaultString object only if the RecommendedOffers object is empty.

Return value

The getDefaultString method returns a string.

Example

Example

The following example gets the default string if the offerList object does not contain any offers.

```
OfferList offerList=response.getOfferList();
if(offerList.getRecommendedOffers() != null)
{
    for(Offer offer : offerList.getRecommendedOffers())
    {
    System.out.println("Offer Name:"+offer.getOfferName());
    }
}
else // count on the default Offer String
    System.out.println("Default offer:"+offerList.getDefaultString());
```

getRecommendedOffers

The getRecommendedOffers method returns an array of Offer objects requested by the getOffers method.

```
getRecommendedOffers()
```

If the response to getRecommendedoffer is empty, the touchpoint should present the result of getDefaultstring.

Return value

The getRecommendedOffers method returns an Offer object.

Example

Example

The following example processes the OfferList object, and prints the offer name for all the recommended offers.

```
OfferList offerList=response.getOfferList();
if(offerList.getRecommendedOffers() != null)
{
    for(Offer offer : offerList.getRecommendedOffers())
    {
        // print offer
        System.out.println("Offer Name:"+offer.getOfferName());
    }
}
```

```
}
}
else // count on the default Offer String
System.out.println("Default offer:"+offerList.getDefaultString());
```

About the Response class

The Response class contains methods which define the results of any of the InteractAPI class methods.

The Response object contains the following attributes:

- AdvisoryMessages-an array of advisory messages. This attribute is populated only if there were warnings or errors when the method ran.
- ApiVersion-a string containing the API version. This attribute is populated by the getVersion method.
- OfferList-the OfferList object containing the offers requested by the getOffers method.
- **ProfileRecord**-an array of NameValuePairs containing profile data. This attribute is populated by the getProfile method.
- SessionID-a string defining the session ID. This is returned by all InteractAPI class methods.
- StatusCode-a number stating if the method ran without error, with a warning, or with errors. This is returned by all InteractAPI class methods.

getAdvisoryMessages

The getAdvisoryMessages method returns an array of Advisory Messages from the Response object.

getAdvisoryMessages()

Return value

The getAdvisoryMessages method returns an array of Advisory Message objects.

Example

Example

The following example gets the AdvisoryMessage objects from a Response object and iterates through them, printing out the messages.

```
AdvisoryMessage[] messages = response.getAdvisoryMessages();
for(AdvisoryMessage msg : messages)
{
    System.out.println(msg.getMessage());
    // Some advisory messages may have additional detail:
    System.out.println(msg.getDetailMessage());
}
```

getApiVersion

The getApiVersion method returns the API version of a Response object.

getApiVersion()

The getVersion method populates the ApiVersion attribute of a Response object.

Return value

The Response object returns a string.

Example

Example

The following example is an excerpt from a method which processes the response object for getVersion.

```
if(response.getStatusCode() == Response.STATUS_SUCCESS)
{
    System.out.println("getVersion call processed with no warnings or errors");
    System.out.println("API Version:" + response.getApiVersion());
}
```

getOfferList

The getOfferList method returns the OfferList object of a Response object.

```
getOfferList()
```

The getOffers method populates the OfferList object of a Response object.

Return value

The Response object returns an OfferList object.

Example

Example

The following example is an excerpt from a method which processes the response object for getoffers.

```
OfferList offerList=response.getOfferList();
if(offerList.getRecommendedOffers() != null)
{
    for(Offer offer : offerList.getRecommendedOffers())
    {
      // print offer
      System.out.println("Offer Name:"+offer.getOfferName());
    }
}
```

getAllOfferLists

The getAllOfferLists method returns an array of all OfferLists of a Response object.

getAllOfferLists()

This is used by the getOffersForMultipleInteractionPoints method that populates the OfferList array object of a Response object.

Return value

The Response object returns an OfferList array.

Example

Example

The following example is an excerpt from a method which processes the response object for getoffers.

```
OfferList[] allOfferLists = response.getAllOfferLists();
if (allOfferLists != null) {
  for (OfferList ol : allOfferLists) {
    System.out.println("The following offers are delivered for interaction point "
    + ol.getInteractionPointName() + ":");
    for (Offer o : ol.getRecommendedOffers()) {
      System.out.println(o.getOfferName());
    }
  }
}
```

getProfileRecord

The getProfileRecord method returns the profile records for the current session as an array of NameValuePair objects. These profile records also include any eventParameters added earlier in the runtime session.

getProfileRecord()

The getProfile method populates the profile record NameValuePair objects of a Response object.

Return value

The Response object returns an array of NameValuePair objects.

Example

Example

The following example is an excerpt from a method which processes the response object for getoffers.

```
for(NameValuePair nvp : response.getProfileRecord())
{
    System.out.println("Name:"+nvp.getName());
    if(nvp.getValueDataType().equals(NameValuePair.DATA_TYPE_DATETIME))
    {
```

```
System.out.println("Value:"+nvp.getValueAsDate());
}
else if(nvp.getValueDataType().equals(NameValuePair.DATA_TYPE_NUMERIC))
{
    System.out.println("Value:"+nvp.getValueAsNumeric());
}
else
{
    System.out.println("Value:"+nvp.getValueAsString());
}
```

getSessionID

The getSessionID method returns session ID.

getSessionID()

Return value

The getSessionID method returns a string.

Example

Example

The following example shows a message you can display at the end or beginning of your error handling to indicate to which session any errors pertain.

System.out.println("This response pertains to sessionId:"+response.getSessionID());

getStatusCode

The getStatusCode method returns the status code of a Response object.

getStatusCode()

Return value

The Response object returns an integer.

- 0 STATUS_SUCCESS The method called completed with no errors. There may or may not be Advisory Messages.
- 1 STATUS_WARNING The method called completed with at least one warning message (but no errors). Query Advisory Messages for more details.
- 2 STATUS_ERROR The method called did not complete successfully and has at least one error message. Query Advisory Messages for more details.

Example

Example

The following is an example of how you can use getStatusCode in error handling.

```
public static void processSetDebugResponse(Response response)
{
    // check if response is successful or not
    if(response.getStatusCode() == Response.STATUS_SUCCESS)
    {
        System.out.println("setDebug call processed with no warnings or errors");
    }
    else if(response.getStatusCode() == Response.STATUS_WARNING)
    {
        System.out.println("setDebug call processed with a warning");
    }
    else
    {
        System.out.println("setDebug call processed with an error");
    }
    // For any non-successes, there should be advisory messages explaining why
    if(response.getStatusCode() != Response.STATUS_SUCCESS)
        printDetailMessageOfWarningOrError("setDebug",
    response.getAdvisoryMessages());
}
```

Chapter 9. Classes and methods for the Unica Interact JavaScript API

The following sections list requirements and other details you should know before you work with the Unica Interact JavaScript API.

The Unica Interact API supports a javascript flavor to allow for end-user client (browser) to server communication.



Note: This section assumes you are familiar with a JavaScript-based API.



Note: Multiple occurrences of any parameter in a single API call is not supported.

JavaScript prerequisites

Before you use the Unica Interact JavaScript API on a website you must include the interactapi.js file on your web pages.

Working with session data

When you initiate a session with the startSession method, session data is loaded into memory. Throughout the session, you can read and write to the session data (which is a superset of the static profile data).

The session contains the following data:

- Static profile data
- Segment assignments
- Real-time data
- Offer recommendations

All session data is available until you call the endSession method, or the sessionTimeout time elapses. Once the session ends, all data not explicitly saved to contact or response history or some other database table is lost.

The data is stored as a set of name-value pairs. If the data is read from a database table, the name is the column of the table.

You can create these name-value pairs as you work with the Unica Interact API. You do not need to declare all name-value pairs in a global area. If you set new event parameters as name-value pairs, the runtime environment adds the name-value pairs to the session data. For example if you use event parameters with the postEvent method, the runtime environment adds the event parameters to the session data, even if the event parameters were not available in the profile data. This data exists in the session data only.

You can overwrite session data at any time. For example, if part of the customer profile includes creditScore, you can pass in an event parameter using the custom type NameValuePair. In the NameValuePair class, you can use the setName and setValueAsNumeric methods to change the value. The name needs to match. Within the session data, the name is not casesensitive. Therefore, the name creditscore or CrEdItScore would both overwrite creditScore. Only the last data written to the session data is kept. For example, startSession loads the profile data for the value of lastoffer. A postEvent method overwrites lastoffer. Then a second postEvent method overwrites lastoffer. The runtime environment keeps only the data written by the second postEvent method in the session data.

When the session ends, the data is lost, unless you made special considerations such as using a Snapshot process in your interactive flowchart to write the data to a database table. If you are planning on using Snapshot processes, remember that the names need to match the limitations of your database. For example, if your are allowed only 256 characters for the name of a column, then the name for the name-value pair should not exceed 256 characters.

Working with the callback parameter

The callback function is an additional parameter of each method of the Unica Interact JavaScript API.

The main browser process is a single threaded event loop. Executing a long-running operation within a single-threaded event loop, blocks the process. This is stops the process from processing other events while it waits for your operation to complete. In order to prevent blocks on long-running operations, the XMLHttpRequest provides an asynchronous interface. You pass it a callback to run after the operation is complete, and while it processes, it gives control back to the main event loop instead of blocking the process.

If the method was successful, the callback function calls on Success. If the method failed, the callback function calls on Error.

For example, if you wanted to display offers on your web page, you would use the getOffers method and use the callback to display on the page. The web page behaves normally and does not wait for Unica Interact to return the offers. Instead, when Unica Interact does return the offers, the response is sent back in the callback parameter. You can parse the callback data and show offers on the page.

You can use one generic callback for all functions or you can also use specific callbacks for specific functions.

You can use var callback = InteractAPI.Callback.create(onSuccess, onError); to create a generic callback function.

You can use the following function to create a specific callback function for the getOffers method.

```
var callbackforGetOffer = InteractAPI.Callback.create(onSuccessofGetOffer,
onErrorofGetOffer);
```

About the InteractAPI class

The InteractAPI class contains the methods which you use to integrate your touchpoint with the runtime server. All other classes and methods in the Unica Interact API support the methods in this class.

You must compile your implementation against interact_client.jar located in the lib directory of your Unica Interact runtime environment installation.

startSession

The startSession method creates and defines a runtime session.

```
function callStartSession(commandsToExecute, callback) {
    //read configured start session
    var ssId = document.getElementById('ss_sessionId').value;
    var icName = document.getElementById('ic').value;
```

```
var audId = document.getElementById('audienceId').value;
var audLevel = document.getElementById('audienceLevel').value;
var params = document.getElementById('ss_parameters').value;
var relyOldSs = document.getElementById('relyOnOldSession').value;
var debug = document.getElementById('ss_isDebug').value;
InteractAPI.startSession(ssId, icName,
getNameValuePairs(audId), audLevel,
getNameValuePairs(params), relyOldSs,
debug, callback) ;
}
```

startSession can trigger up to five actions:

- · create a runtime session.
- load visitor profile data for the current audience level into the runtime session, including any dimension tables marked for loading in the table mapping defined for the interactive channel.
- trigger segmentation, running all interactive flowcharts for the current audience level.
- load offer suppression data into the session, if the enableOfferSuppressionLookup property is set to true.
- load score override data into the session, if the enablescoreOverrideLookup property is set to true.

The startSession method requires the following parameters:

• **sessionID**-a string which identifies the session ID. You must define the session ID. For example, you could use a combination of customer ID and timestamp.

To define what makes a runtime session, a session id has to be specified. This value is managed by the client. All method calls for the same session id has to be synchronized by the client. The behavior for concurrent API calls with the same session id is undefined.

• **relyOnExistingSession** - a boolean which defines whether this session uses a new or an existing session. Valid values are true or false. If true, you must supply an existing session ID with the startSession method. If false, you must supply a new session ID.

If you set relyOnExistingSession to true and a session exists, the runtime environment uses the existing session data and does not reload any data or trigger segmentation. If the session does not exist, the runtime environment creates a new session, including loading data and triggering segmentation. Setting relyOnExistingSession to true and using it with all startSession calls is useful if your touchpoint has a longer session length than the runtime session. For example, a web site session is alive for 2 hours, but the runtime session is only alive for 20 minutes.

If you call startSession twice with the same session ID, all session data from the first startSession call is lost if relyOnExistingSession is false.

- **debug** a boolean which enables or disables debug information. Valid values are true or false. If true, Unica Interact logs debug information to the runtime server logs. The debug flag is set for each session individually. Therefore, you can trace debug data for an individual session.
- interactiveChannel-a string defining the name of the interactive channel this session refers to. This name must
 match the name of the interactive channel defined in Unica Campaign exactly.

- audienceID an array of NameValuePairImpl objects where the names must match the physical column names of any table containing the audience ID.
- audienceLevel a string defining the audience level.
- parameters NameValuePairImpl objects identifying any parameters that need to be passed with startSession. These values are stored in the session data and can be used for segmentation.

If you have several interactive flowcharts for the same audience level, you must include a superset of all columns in all the tables. If you configure the runtime to load the profile table, and the profile table contains all the columns you require, you do not need to pass any parameters, unless you want to overwrite the data in the profile table. If your profile table contains a subset of the required columns, you must include the missing columns as parameters.

• callback - If the method was successful, the callback function calls on Success. If the method failed, the callback function calls on Error.

If the audienceID or audienceLevel are invalid and relyOnExistingSession is false, the startSession call fails. If the interactiveChannel is invalid, startSession fails, whether relyOnExistingSession is true or false.

If relyOnExistingSession is true, and you make a second startSession call using the same sessionID, but the first session has expired, Unica Interact creates a new session.

If relyOnExistingSession is true, and you make a second startSession call using the same sessionID but a different audienceID or audienceLevel, the runtime server changes the audience for the existing session.

If relyOnExistingSession is true, and you make a second startSession call using the same sessionID but a different interactiveChannel, the runtime server creates a new session.

Return value

The runtime server responds to startSession with a Response object with the following attributes populated:

- AdvisoryMessages (if StatusCode does not equal 0)
- ApiVersion
- SessionID
- StatusCode

Offer deduplication across offer attributes

Using the Unica Interact application programming interface (API), two API calls deliver offers: getOffers and getOffersForMultipleInteractionPoints. getOffersForMultipleInteractionPoints can prevent the return of duplicate offers at the *OfferID* level, but cannot deduplicate offers across offer category. So, for example, for Unica Interact to return only one offer from each offer category, a workaround was previously required. With the introduction of two parameters to the startSession API call, offer deduplication across offer attributes, such as category, is now possible.

This list summarizes the parameters that were added to the startSession API call. For more information about these parameters or any aspect of the Unica Interact API, see the Unica Interact Administrator's Guide, or the Javadoc files included with your Unica Interact installation in <Unica Interact_Home>/docs/apiJavaDoc.

• UACIOFFErDedupeAttribute. To create a startSession API call with offer deduplication, so that the subsequent getoffer calls return only one offer from each category, you must include the UACIOFFErDedupeAttribute parameter as part of the API call. You can specify a parameter in the name, value, type format, as shown here:

UACIOfferDedupeAttribute,<attributeName>,string

In this example, you would replace *<attributeName>* with the name of the offer attribute you want to use as the criterion for deduplication, such as Category.

- Note: Unica Interact examines the offers that have the same attribute value you specify (such as Category) and deduplicate to remove all but the offer that has the highest score. If the offers that have the duplicate attribute also have identical scores, Unica Interact returns a random selection from among the matching offers.
- UACINOAttributeDedupeIfFewerOffer. When you include the UACIOfferDedupeAttribute in the startSession call, you can also set this UACINOAttributeDedupeIfFewerOffer parameter to specify the behavior in cases where the offer list after deduplication no longer contains enough offers to satisfy the original request.

For example, if you set UACIOFferDedupeAttribute to use the offer category to deduplicate offers, and your subsequent getOffers call requests that eight offers be returned, deduplication might result in fewer than eight eligible offers. In that case, setting UACINOAttributeDedupeIfFewerOffer parameter to true would result in adding some of the duplicated to the eligible list to satisfy the requested number of offers. In this example, if you set the parameter to false, the number of offers that are returned would be fewer than the requested number.

UACINoAttributeDedupeIfFewerOffer is set to true by default.

For example, suppose you specified as a startSession parameter that the deduplication criterion is offer Category, as shown here:

UACIOfferDedupeAttribute,Category,string;

UACINoAttributeDedupeIfFewerOffer,1,string

By default, the UACIOfferDedupeAttribute will not deduplicate offers if fewer than the requested number is returned. However, to ensure that the deduplication happens when fewer than requested offers are returned, the UACINoAttributeDedupeIfFewerOffer parameter must be provided and must be set to 1.

These parameters together cause Unica Interact to deduplicate offers based on the offer attribute "Category," and to return only the deduplicated offers even if the resulting number of offers is fewer than requested (UACINoAttributeDedupeIfFewerOffer is false).

When you issue a getoffers API call, the original set of eligible offers might include these offers:

- Category=Electronics: Offer A1 with a score of 100 and Offer A2 with a score of 50.
- Category=Smartphones: Offer B1 with a score of 100, Offer B2 with a score of 80, and offer B3 with a score of 50.
- Category=MP3Players: Offer C1 with a score of 100, Offer C2 with a score of 50.

In this case, there were two duplicate offers that match the first category, three duplicate offers that match the second category, and two duplicate offers that match the third category. The offers that are returned would be the highest scoring offers from each category, which are Offer A1, Offer B1, and Offer C1.

If the getoffers API call requested six offers, this example set UACINOAttributeDedupeIfFewerOffer to false, so only three offers would be returned.

If the getoffers API call requested six offers, and this example omitted the UACINOAttributeDedupeIfFewerOffer parameter, or specifically set it to true, some of the duplicate offers would be included in the result to satisfy the requested number.

postEvent

The postEvent method enables you to execute any event defined in the interactive channel.

```
function callPostEvent(commandsToExecute, callback) {
    var ssId = document.getElementById('pe_sessionId').value;
    var ev = document.getElementById('event').value;
    var params = document.getElementById('parameters').value;
    InteractAPI.postEvent(ssId, ev, getNameValuePairs(params), callback);
```

}

• sessionID: a string identifying the session ID.

• eventName: a string identifying the name of the event.

Note: The name of the event must match the name of the event as defined in the interactive channel. This name is case-insensitive.

• eventParameters. NameValuePairImpl objects identifying any parameters that need to be passed with the event. These values are stored in the session data.

If this event triggers re-segmentation, you must ensure that all data required by the interactive flowcharts is available in the session data. If any of these values have not been populated by prior actions (for example, from startSession or setAudience, or loading the profile table) you must include an eventParameter for every missing value. For example, if you have configured all profile tables to load into memory, you must include a NameValuePair for temporal data required for the interactive flowcharts.

If you are using more than one audience level, you most likely have different sets of eventParameters for each audience level. You should include some logic to ensure you are selecting the correct set of parameters for the audience level.

Important: If this event logs to response history, you must pass the treatment code for the offer. You must define the name for the NameValuePair as "UACIOFFERTrackingCode".

You can only pass one treatment code per event. If you do not pass the treatment code for an offer contact, Unica Interact logs an offer contact for every offer in the last recommended list of offers. If you do not pass the treatment code for a response, Unica Interact returns an error.

- callback If the method was successful, the callback function calls onSuccess. If the method failed, the callback function calls onError.
- There are several other reserved parameters used with postEvent and other methods and are discussed later in this section.

Any request for re-segmentation or writing to contact or response history does not wait for a response.

Re-segmentation does not clear prior segmentation results for the current audience level. You can use the UACIExecuteFlowchartByName parameter to define specific flowcharts to run. The getoffers method waits for re-segmentation to finish before running. Therefore, if you call a postEvent method, which triggers a re-segmentation immediately before a getoffers call, there might be a delay.

Return value

The runtime server responds to postEvent with a Response object with the following attributes populated:

- AdvisoryMessages
- ApiVersion
- OfferList
- Profile
- SessionID
- StatusCode

getOffers

The getOffers method enables you to request offers from the runtime server.

```
function callGetOffers(commandsToExecute, callback) {
    var ssId = document.getElementById('go_sessionId').value;
    var ip = document.getElementById('go_ipoint').value;
    var nofRequested = 5 ;
    var nreqString = document.getElementById('offersRequested').value;
    InteractAPI.getOffers(ssId, ip, nofRequested, callback);
}
```

- session ID-a string identifying the current session.
- Interaction point-a string identifying the name of the interaction point this method references.

Note: This name must match the name of the interaction point defined in interactive channel exactly.

- nofRequested-an integer identifying the number of offers requested.
- callback If the method was successful, the callback function calls onSuccess. If the method failed, the callback function calls onError.

The getoffers method waits the number of milliseconds defined in the segmentationMaxWaitTimeInMs property for all resegmentation to complete before running. Therefore, if you call a postEvent method which triggers a re-segmentation or a setAudience method immediately before a getoffers call, there may be a delay.

Return value

The runtime server responds to getoffers with a Response object with the following attributes populated:

- AdvisoryMessages
- ApiVersion
- OfferList
- Profile
- SessionID
- StatusCode
- NameValuePair

Decimal places in offer scores are returned in the getOffer response in the NameValue Pair. When offers are returned to the requesting inbound channels, the channels use the scores to prioritize the offers. The decimal digits are not removed, and so the channel knows which offer has a higher score in case decimal numbers are returned.

getOffersForMultipleInteractionPoints

The getOffersForMultipleInteractionPoints method enables you to request offers from the runtime server for multiple IPs with deduplication.

```
function callGetOffersForMultipleInteractionPoints(commandsToExecute, callback) {
    var ssId = document.getElementById('gop_sessionId').value;
    var requestDetailsStr = document.getElementById('requestDetail').value;
    //trim string
    var trimmed = requestDetailsStr.replace(/\{/g, "");
    var parts = trimmed.split("}");
    //sanitize strings
    for(i = 0; i < parts.length; i += 1) {
        parts[i] = parts[i].replace(/^\s+|\s+$/g, "");
    }
</pre>
```

```
//build get offer requests
var getOffReqs = [];
for(var i = 0; i < parts.length; i += 1) {
    var getofReqObj = parseGetOfferReq(parts[i]);
    if (getofReqObj) {
        getOffReqs.push(getofReqObj);
InteractAPI.getOffersForMultipleInteractionPoints
    (ssId, getOffReqs, callback);</pre>
```

}

• session ID - a string identifying the current session.

• requestDetailsStr - a string providing an array of GetOfferRequest objects.

Each GetOfferRequest object specifies:

- ipName The interaction point (IP) name for which the object is requesting offers
- numberRequested The number of unique offers it needs for the specified IP
- · offerAttributes Requirements on the attributes of the delivered offers using an instance of

OfferAttributeRequirements

· duplicationPolicy - Duplication policy ID for the offers that will be delivered

Duplication policies determine whether duplicated offers will be returned across different interaction points in a single method call. (*Within* an individual interaction point, duplicated offers are never returned.) Currently, two duplication policies are supported.

- NO_DUPLICATION (ID value = 1). None of the offers that have been included in the preceding
 GetOfferRequest instances will be included in this GetOfferRequest instance (that is, Unica Interact will
 apply de-duplication).
- ALLOW_DUPLICATION (ID value = 2). Any of the offers satisfying the requirements specified in this GetOfferRequest instance will be included. The offers that have been included in the preceding GetOfferRequest instances will not be reconciled.
- **callback** If the method was successful, the callback function calls **onSuccess**. If the method failed, the callback function calls **onError**.

The order of requests in the array parameter is also the priority order when offers are being delivered.

For example, suppose the IPs in the request are IP1, then IP2, that no duplicated offers are allowed (a duplication policy ID = 1), and each is requesting two offers. If Unica Interact finds offers A, B, and C for IP1 and offers A and D for IP2, the response will contain offers A and B for IP1, and only offer D for IP2.

Also note that when the duplication policy ID is 1, the offers that have been delivered via an IP with higher priority will not be delivered via this IP.

The getOffersForMultipleInteractionPoints method waits the number of milliseconds defined in the segmentationMaxWaitTimeInMs property for all re-segmentation to complete before running. Therefore, if you call a postEvent method which triggers a re-segmentation or a setAudience method immediately before a getOffers call, there may be a delay.

Return value

The runtime server responds to getOffersForMultipleInteractionPoints with a Response object with the following attributes populated:

- AdvisoryMessages
- ApiVersion
- Array of OfferList
- Profile
- SessionID
- StatusCode

setAudience

The setAudience method enables you to set the audience ID and level for a visitor.

}

- sessionID a string identifying the session ID.
- audienceID an array of NameValuePairImpl objects that defines the audience ID.
- audienceLevel a string that defines the audience level.
- parameters NameValuePairImpl objects identifying any parameters that need to be passed with setAudience. These values are stored in the session data and can be used for segmentation.

You must have a value for every column in your profile. This is a superset of all columns in all the tables defined for the interactive channel and any real-time data. If you have already populated all the session data with startSession or postEvent, you do not need to send new parameters.

• callback - If the method was successful, the callback function calls onSuccess. If the method failed, the callback function calls onError.

The setAudience method triggers a re-segmentation. The getoffers method waits for re-segmentation to finish before running. Therefore, if you call a setAudience method immediately before a getoffers call, there may be a delay.

The setAudience method also loads the profile data for the audience ID. You can use the setAudience method to force a reload of the same profile data loaded by the startSession method.

The setAudience method reloads the while list and the black list table in an existing session . You can use the setAudience method with the parameters UACIPurgePriorWhiteListOnLoad and UACIPurgePriorBlackListOnLoad to reload the white list table and black list table in an existing session.

By default, when the setAudience method is called, all the contents of the black list is removed. You can set the UACLPurgePriorWhiteListOnLoad and UACLPurgePriorBlackListOnLoad parameters in the setAudience call as follows:

- If you set UACIPurgePriorBlackListOnLoad= 0, all the contents of the white list table are preserved.
- If you set UACIPurgePriorWhiteListOnLoad= 1 the contents of the table are removed and the contents of the white list or black list for the audience ID will be loaded from the database. Once completed, re-segmentation will start.

Return value

The runtime server responds to setAudience with a Response object with the following attributes populated:

- AdvisoryMessages
- ApiVersion
- OfferList
- Profile
- SessionID
- StatusCode

getProfile

The getProfile method enables you to retrieve the profile and temporal information about the visitor visiting the touchpoint.

```
function callGetProfile(commandsToExecute, callback) {
    var ssId = document.getElementById('gp_sessionId').value;
    InteractAPI.getProfile(ssId, callback);
```

}

- session ID-a string identifying the session ID.
- callback If the method was successful, the callback function calls on Success. If the method failed, the callback function calls on Error.

Return value

The runtime server responds to getProfile with a Response object with the following attributes populated:

- AdvisoryMessages
- ApiVersion
- OfferList
- ProfileRecord
- SessionID
- StatusCode

endSession

The endSession method marks the end of the runtime session. When the runtime server receives this method, the runtime server logs to history, clears memory, and so on.

```
function callEndSession(commandsToExecute, callback) {
    var ssId = document.getElementById('es_sessionId').value;
    InteractAPI.endSession(ssId, callback);
}
```

- session ID Unique string identifying the session.
- callback If the method was successful, the callback function calls on Success. If the method failed, the callback function calls on Error.

If the endSession method is not called, runtime sessions timeout. The timeout period is configurable with the sessionTimeout property.

Return value

The runtime server responds to the endSession method with the Response object with the following attributes populated:

- SessionID
- ApiVersion
- OfferList
- Profile
- StatusCode
- AdvisoryMessages

setDebug

The setDebug method enables you to set the logging verbosity level for all code paths for the session.

```
function callSetDebug(commandsToExecute, callback) {
    var ssId = document.getElementById('sd_sessionId').value;
    var isDebug = document.getElementById('isDebug').value;
    InteractAPI.setDebug(ssId, isDebug, callback);
}
```

- sessionID-a string which identifies the session ID.
- **debug**-a boolean which enables or disables debug information. Valid values are true or false. If true, Unica Interact logs debug information to the runtime server log.
- callback If the method was successful, the callback function calls onSuccess. If the method failed, the callback function calls onError.

Return value

The runtime server responds to setDebug with a Response object with the following attributes populated:

- AdvisoryMessages
- ApiVersion
- OfferList
- Profile
- SessionID
- StatusCode

getVersion

The getVersion method returns the version of the current implementation of the Unica Interact runtime server.

```
function callGetVersion(commandsToExecute, callback) {
```

```
InteractAPI.getVersion(callback);
```

}

Best practice is to use this method when you initialize the touchpoint with the Unica Interact API.

• callback - If the method was successful, the callback function calls onSuccess. If the method failed, the callback function calls onError.

Return value

The runtime server responds to the getVersion with a Response object with the following attributes populated:

- AdvisoryMessages
- ApiVersion
- OfferList
- Profile
- SessionID
- StatusCode

executeBatch

The executeBatch method enables you to execute several methods with a single request to the runtime server.

```
function callExecuteBatch(commandsToExecute, callback) {
    if (!commandsToExecute)
        return ;
        InteractAPI.executeBatch(commandsToExecute.ssid,
        commandsToExecute.commands, callback);
}
```

- session ID-A string identifying the session ID. This session ID is used for all commands run by this method call.
- · commands-An array of command objects, one for each command you want to perform.
- callback If the method was successful, the callback function calls on Success. If the method failed, the callback function calls on Error.

The result of calling this method is equivalent to explicitly calling each method in the Command array. This method minimizes the number of actual requests to the runtime server. The runtime server runs each method serially; for each call, any error or warnings are captured in the Response object that corresponds to that method call. If an error is encountered, the executeBatch continues with the rest of the calls in the batch. If the running of any method results in an error, the top level status for the BatchResponse object reflects that error. If no error occurred, the top level status reflects any warnings that may have occurred. If no warning occurred, then the top level status reflects a successful run of the batch.

Return value

The runtime server responds to the executeBatch with a BatchResponse object.

JavaScript API example

```
function isJavaScriptAPISelected() {
    var radios = document.getElementsByName('api');
    for (var i = 0, length = radios.length; i < length; i++) {</pre>
        if (radios[i].checked) {
            if (radios[i].value === 'JavaScript')
                return true ;
            else // only one radio can be logically checked
                break;
       }
   }
    return false;
}
function processFormForJSInvocation(e) {
    if (!isJavaScriptAPISelected())
        return:
    if (e.preventDefault) e.preventDefault();
```

var serverurl = document.getElementById('serviceUrl').value ;

```
InteractAPI.init( { "url" : serverurl } );
    var commandsToExecute = { "ssid" : null, "commands" : [] };
    var callback = InteractAPI.Callback.create(onSuccess, onError);
    callStartSession(commandsToExecute, callback);
    callGetOffers(commandsToExecute, callback);
   callGetOffersForMultipleInteractionPoints(commandsToExecute, callback);
   callPostEvent(commandsToExecute, callback);
   callSetAudience(commandsToExecute, callback);
   callGetProfile(commandsToExecute, callback);
   callEndSession(commandsToExecute, callback);
   callSetDebug(commandsToExecute, callback);
   callGetVersion(commandsToExecute, callback);
   callExecuteBatch(commandsToExecute, callback);
    // You must return false to prevent the default form behavior
    return false;
}
function callStartSession(commandsToExecute, callback) {
    //read configured start session
   var ssId = document.getElementById('ss_sessionId').value;
   var icName = document.getElementById('ic').value;
   var audId = document.getElementById('audienceId').value;
   var audLevel = document.getElementById('audienceLevel').value;
   var params = document.getElementById('ss_parameters').value;
   var relyOldSs = document.getElementById('relyOnOldSession').value;
    var debug = document.getElementById('ss_isDebug').value;
    if (commandsToExecute && !commandsToExecute.ssid) {
        commandsToExecute.ssid = ssId;
   }
   if (commandsToExecute && commandsToExecute.commands) {
        commandsToExecute.commands.push(InteractAPI.CommandUtil.
                                   createStartSessionCmd(
                                   icName, getNameValuePairs(audId),
                                   audLevel, getNameValuePairs(params),
                                   relyOldSs, debug));
   }
   else {
        InteractAPI.startSession(ssId, icName,
                                 getNameValuePairs(audId), audLevel,
                                 getNameValuePairs(params), relyOldSs,
                                 debug, callback) ;
   }
}
function callGetOffers(commandsToExecute, callback) {
   var ssId = document.getElementById('go_sessionId').value;
   var ip = document.getElementById('go_ipoint').value;
   var nofRequested = 5 ;
```

```
var nreqString = document.getElementById('offersRequested').value;
    if (!nreqString && nreqString!== '')
        nofRequested = Number(nreqString);
    if (commandsToExecute && !commandsToExecute.ssid) {
        commandsToExecute.ssid = ssId;
    }
    if (commandsToExecute && commandsToExecute.commands) {
        commandsToExecute.commands.push(InteractAPI.CommandUtil.
                                   createGetOffersCmd(ip, nofRequested));
    }
    else {
        InteractAPI.getOffers(ssId, ip, nofRequested, callback);
    }
}
function callPostEvent(commandsToExecute, callback) {
    var ssId = document.getElementById('pe_sessionId').value;
    var ev = document.getElementById('event').value;
    var params = document.getElementById('parameters').value;
    if (commandsToExecute && !commandsToExecute.ssid) {
        commandsToExecute.ssid = ssId;
   }
    if (commandsToExecute && commandsToExecute.commands) {
        commandsToExecute.commands.push(InteractAPI.
                                   CommandUtil.createPostEventCmd
                                   (ev, getNameValuePairs(params)));
    }
    else {
        InteractAPI.postEvent(ssId, ev, getNameValuePairs(params), callback);
    }
}
function callGetOffersForMultipleInteractionPoints
(commandsToExecute, callback) {
    var ssId = document.getElementById('gop_sessionId').value;
    var requestDetailsStr = document.getElementById('requestDetail').value;
    //trim string
    var trimmed = requestDetailsStr.replace(/\{/g, "");
    var parts = trimmed.split("}");
    //sanitize strings
    for(i = 0; i < parts.length; i += 1) {</pre>
        parts[i] = parts[i].replace(/^\s+|\s+$/g, "");
    }
    //build get offer requests
    var getOffReqs = [];
    for(var i = 0; i < parts.length; i += 1) {</pre>
        var getofReqObj = parseGetOfferReq(parts[i]);
        if (getofReqObj) {
```

```
getOffReqs.push(getofReqObj);
       }
   }
   if (commandsToExecute && !commandsToExecute.ssid) {
        commandsToExecute.ssid = ssId;
    }
   if (commandsToExecute && commandsToExecute.commands) {
        commandsToExecute.commands.push(InteractAPI.CommandUtil.
                                  createGetOffersForMultiple
                                   InteractionPointsCmd(getOffReqs));
   }
   else {
       InteractAPI.getOffersForMultipleInteractionPoints
                                   (ssId, getOffReqs, callback);
   }
}
function parseGetOfferReq(ofReqStr) {
    if (!ofReqStr || ofReqStr==="")
       return null;
   var posIp = ofRegStr.indexOf(',');
   var ip = ofReqStr.substring(0,posIp);
   var posNmReq = ofReqStr.indexOf(',', posIp+1);
   var numReq = ofReqStr.substring(posIp+1,posNmReq);
   var posDup = ofReqStr.indexOf(',', posNmReq+1);
   var dupPolicy = null;
   var reqAttributes = null;
    if (posDup===-1)
        dupPolicy = ofReqStr.substring(posNmReq+1);
    else
        dupPolicy = ofReqStr.substring(posNmReq+1,posDup);
    //check if request string has attributes
   var reqAttrPos = ofReqStr.search(/\(/g);
    if (reqAttrPos!==-1) {
       var reqAttributesStr = ofReqStr.substring(reqAttrPos);
        reqAttributesStr = trimString(reqAttributesStr);
        reqAttributesStr = removeOpenCloseBrackets(reqAttributesStr);
        reqAttributes = parseReqAttributes(reqAttributesStr);
   }
   return InteractAPI.GetOfferRequest.create(ip, parseInt(numReq),
                               parseInt(dupPolicy), reqAttributes);
}
//trim string
function trimString(strToTrim) {
    if (strToTrim)
        return strToTrim.replace(/^\s+|\s+$/g, "");
    else
       return null;
}
```

```
function trimStrArray(strArray) {
    if (!strArray) return ;
    for(var i = 0; i < strArray.length; i += 1) {</pre>
        strArray[i] = trimString(strArray[i]);
    }
}
//{\tt remove} open and close brackets in the end
function removeOpenCloseBrackets(strToUpdate) {
    if (strToUpdate)
        return strToUpdate.replace(/^\(+|\)+$/g, "");
    else
        return null;
}
function parseReqAttributes(ofReqAttrStr) {
    //sanitize string
    ofReqAttrStr = trimString(ofReqAttrStr);
    ofReqAttrStr = removeOpenCloseBrackets(ofReqAttrStr);
    if (!ofReqAttrStr || ofReqAttrStr==="")
        return null;
    //get the number requested
    var pos = ofReqAttrStr.indexOf(",");
    var numRequested = ofReqAttrStr.substring(0,pos);
    ofReqAttrStr = ofReqAttrStr.substring(pos+1);
    //first part will be attribute and rest will be child attributes
    var parts = [];
    pos = ofReqAttrStr.indexOf(",");
    if (pos!==-1) {
        parts.push(ofReqAttrStr.substring(0,pos));
        parts.push(ofReqAttrStr.substring(pos+1));
    }
    else {
        parts.push(ofReqAttrStr);
    }
    for(var i = 0; i < parts.length; i += 1) {</pre>
        //sanitize string
        parts[i] = trimString(parts[i]);
        parts[i] = removeOpenCloseBrackets(parts[i]);
        parts[i] = trimString(parts[i]);
    }
    //build list of attributes
    var attributes = [];
    var idx = 0;
    if (parts[0]) {
        var attParts = parts[0].split(";");
        for (idx=0; idx<attParts.length; idx++) {</pre>
            attParts[idx] = trimString(attParts[idx]);
            attParts[idx] = removeOpenCloseBrackets(attParts[idx]);
            attParts[idx] = trimString(attParts[idx]);
```

```
var atrObj = parseAttribute(attParts[idx]);
                if (atrObj) attributes.push(atrObj);
           }
       }
       //build list of child attributes
       var childAttributes = [];
       if (parts[1]) {
           var childAttParts = parts[1].split(")");
           for (idx=0; idx<childAttParts.length; idx++) {</pre>
                childAttParts[idx] = trimString(childAttParts[idx]);
                childAttParts[idx] = removeOpenCloseBrackets(childAttParts[idx]);
                childAttParts[idx] = trimString(childAttParts[idx]);
                //get the number requested
                var noReqPos = childAttParts[idx].indexOf(",");
               var numReqAt = childAttParts[idx].substring(0,noReqPos);
                childAttParts[idx] = childAttParts[idx].substring(noReqPos+1);
                childAttParts[idx] = trimString(childAttParts[idx]);
                var atrObjParsed = parseAttribute(childAttParts[idx]);
                if (atrObjParsed) {
                   var childReq = InteractAPI.OfferAttributeRequirements.create
                    (parseInt(numReqAt), [atrObjParsed], null);
                   childAttributes.push(childReq);
               }
           }
       }
       return InteractAPI.OfferAttributeRequirements.create(parseInt(numRequested),
       attributes, childAttributes);
   }
   function parseAttribute(attStr) {
       attStr = trimString(attStr);
       if (!attStr || attStr==="")
           return null;
       var pos1 = attStr.indexOf("=");
       var pos2 = attStr.indexOf("|");
       var nvp = InteractAPI.NameValuePair.create
                              ( attStr.substring(0,pos1),
                                attStr.substring(pos1+1, pos2),
                                attStr.substring(pos2+1));
       return nvp;
   }
function callSetAudience(commandsToExecute, callback) {
       if (!document.getElementById('checkSetAudience').checked)
           return ;
       var ssId = document.getElementById('sa_sessionId').value;
```

```
var audId = document.getElementById('sa_audienceId').value;
    var audLevel = document.getElementById('sa_audienceLevel').value;
    var params = document.getElementById('sa_parameters').value;
    if (commandsToExecute && !commandsToExecute.ssid) {
        commandsToExecute.ssid = ssId;
    }
   if (commandsToExecute && commandsToExecute.commands) {
        commandsToExecute.commands.push(InteractAPI.CommandUtil.
                                        createSetAudienceCmd
        (getNameValuePairs(audId), audLevel, getNameValuePairs(params)));
   }
   else {
        InteractAPI.setAudience(ssId, getNameValuePairs(audId),
                                audLevel, getNameValuePairs(params),
                                callback);
    }
}
function callGetProfile(commandsToExecute, callback) {
   var ssId = document.getElementById('gp_sessionId').value;
   if (commandsToExecute && !commandsToExecute.ssid) {
        commandsToExecute.ssid = ssId;
   }
    if (commandsToExecute && commandsToExecute.commands) {
        commandsToExecute.commands.push(InteractAPI.CommandUtil.
        createGetProfileCmd());
   }
    else {
        InteractAPI.getProfile(ssId, callback);
    }
}
function callEndSession(commandsToExecute, callback) {
   var ssId = document.getElementById('es_sessionId').value;
   if (commandsToExecute && !commandsToExecute.ssid) {
        commandsToExecute.ssid = ssId;
   }
    if (commandsToExecute && commandsToExecute.commands) {
        commandsToExecute.commands.push(InteractAPI.CommandUtil.
        createEndSessionCmd());
    }
   else {
       InteractAPI.endSession(ssId, callback);
    }
}
function callSetDebug(commandsToExecute, callback) {
    var ssId = document.getElementById('sd_sessionId').value;
```

```
var isDebug = document.getElementById('isDebug').value;
    if (commandsToExecute && !commandsToExecute.ssid) {
        commandsToExecute.ssid = ssId;
    }
    if (commandsToExecute && commandsToExecute.commands) {
        commandsToExecute.commands.push(InteractAPI.CommandUtil.
        createSetDebugCmd(isDebug));
    }
    else {
        InteractAPI.setDebug(ssId, isDebug, callback);
    }
}
function callGetVersion(commandsToExecute, callback) {
    if (commandsToExecute && commandsToExecute.commands) {
        commandsToExecute.commands.push(InteractAPI.CommandUtil.
        createGetVersionCmd());
   }
    else {
        InteractAPI.getVersion(callback);
   }
}
function callExecuteBatch(commandsToExecute, callback) {
    if (!commandsToExecute)
        return ;
    InteractAPI.executeBatch(commandsToExecute.ssid,
    commandsToExecute.commands, callback);
}
function getNameValuePairs(parameters) {
    if (parameters === '')
        return null ;
    var parts = parameters.split(';');
    var nvpArray = new Array(parts.length);
    for(i = 0; i < parts.length; i += 1) {</pre>
       var nvp = parts[i].split(',') ;
        var value = null;
        if (nvp[2]===InteractAPI.NameValuePair.prototype.TypeEnum.NUMERIC) {
            if (isNaN(nvp[1])) {
                value = nvp[1]; //a non number was provided as number,
                pass it to API as it is
            }
            else {
                value = Number(nvp[1]);
            }
        }
        else {
           value = nvp[1];
```

```
}
        //special handling NULL value
        if (value && typeof value === 'string') {
            if (value.toUpperCase() === 'NULL') {
                value = null;
            }
        }
        nvpArray[i] = InteractAPI.NameValuePair.create(nvp[0], value, nvp[2]) ;
    }
    return nvpArray;
}
function showResponse(textDisplay) {
   var newWin = open('', 'Response', 'height=300, width=300, titlebar=no,
    scrollbars=yes,toolbar=no,
   resizable=yes,menubar=no,location=no,status=no');
    if (newWin.locationbar !== 'undefined' && newWin.locationbar
    && newWin.locationbar.visible)
        newWin.locationbar.visible = false;
    var displayHTML = '<META HTTP-EQUIV="Content-Type"</pre>
    CONTENT="text/html; charset=UTF-8">
    <html><head><style>TD { border-width : thin; border-style : solid }</style.'
                        + "<script language='Javascript'>"
                        + "var desiredDomain = 'unicacorp.com'; "
                        + "if (location.href.indexOf(desiredDomain)>=0) "
                        + "{ document.domain = desiredDomain;} "
                        + "</script></head><body> "
                        + textDisplay
                        + "</body></html>" ;
    newWin.document.body.innerHTML = displayHTML;
    newWin.focus() ;
}
function onSuccess(response) {
    showResponse("******Response*****<br> " + JSON.stringify(response));
}
function onError(response) {
    showResponse("******Error*****cbr> " + response);
}
function formatResoponse(response) {
}
function printBatchResponse(batResponse) {
}
function printResponse(response) {
}
```

Example response JavaScript object onSuccesss

This example shows the three variables for the response JavaScript object; offerLists, messages, and profile.

offerList returns a non null list if you call getoffer or getoffersForMultipleInteractionPoints as an API or as part of your batch commands. You should always check null on this before you perform any operation on this variable.

You should always check the status of the messages JavaScript response.

Profile is returned non null if you use getProfile as an API or part of your batch commands. If you do not use getProfile, you can ignore this variable. You should always check null on this before you perform any operation on this variable.

```
function onSuccess(response)
InteractAPI.ResponseTransUtil._buildResponse = function(response) {
        'use strict';
        if (!response) return null;
       var offerList = null;
        //transform offerLists to JS Objects
        if (response.offerLists) {
            offerList = [];
            for (var ofListCt=0; ofListCt<response.offerLists.length;ofListCt++) {</pre>
                var ofListObj = this._buildOfferList(response.offerLists[ofListCt]);
                if (ofListObj) offerList.push(ofListObj);
            }
        }
        var messages = null;
        //transform messages to JS Objects
        if (response.messages) {
            messages = [];
            for (var msgCt=0; msgCt<response.messages.length;msgCt++) {</pre>
                var msgObj = this._buildAdvisoryMessage(response.messages[msgCt]);
                if (msgObj) messages.push(msgObj);
            }
        }
       var profile = null;
        //transform profile nvps to JS Objects
        if (response.profile) {
            profile = [];
            for (var nvpCt=0; nvpCt<response.profile.length;nvpCt++) {</pre>
                var nvpObj = this._buildNameValuePair(response.profile[nvpCt]);
                if (nvpObj) profile.push(nvpObj);
            }
        }
        return InteractAPI.Response.create(response.sessionId,
                                            response.statusCode, offerList,
                                            profile, response.version,
                                            messages) ;
   };
```

Chapter 10. About the ExternalCallout API

Unica Interact offers an extensible macro, EXTERNALCALLOUT, for use with your interactive flowcharts. This macro enables you to perform custom logic to communicate with external systems during flowchart runs. For example, if you want to calculate the credit score of a customer during a flowchart run, you can create a Java[™] class (a callout) to do so and then use the EXTERNALCALLOUT macro in a Select process in your interactive flowchart to get the credit score from your callout.

Configuring EXTERNALCALLOUT has two major steps. First, you must create a Java[™] class which implements the ExternalCallout API. Second, you must configure the necessary Unica Platform configuration properties on the runtime server in the Interact | flowchart | ExternalCallouts Category.

In addition to the information in this section, the JavaDoc for the ExternalCallout API is available on any Unica Interact runtime server in the Interact/docs/externalCalloutJavaDoc directory.

IAffiniumExternalCallout interface

The ExternalCallout API is contained in the interface IAffiniumExternalCallout. You must implement the IAffiniumExternalCallout interface to use the EXTERNALCALLOUT macro.

The class that implements the IAffiniumExternalCallout should have a constructor with which it can be initialized by the runtime server.

- If there are no constructors in the class, the Java[™] compiler creates a default constructor and this is sufficient.
- If there are constructors with arguments, a public constructor with no argument should be provided, which will be used by the runtime server.

When developing your external callout, remember the following:

- Each expression evaluation with an external callout creates a new instance of the class. You must manage thread safety issues for static members in the class.
- If your external callout uses system resources, such as files or a database connection, you must manage the connections. The runtime server does not have a facility to clean up connections automatically.

You must compile your implementation against interact_externalcallout.jar located in the lib directory of your Unica Interact runtime environment installation.

IAffiniumExternalCallout enables the runtime server to request data from your Java[™] class. The interface consists of four methods:

- getNumberOfArguments
- getValue
- initialize
- shutdown

Adding a web service for use with the EXTERNALCALLOUT macro

Use this procedure to add a web service to use with the EXTERNALCALLOUT macro. The EXTERNALCALLOUT macro recognizes callouts only if you defined the appropriate configuration properties.

In Unica Platform for the runtime environment, add or define the following configuration properties in the Interact > flowchart > externalCallouts Category.

Configuration property	Setting
externalCallouts Category	Create a category for your external callout
class	The class names for your external callout
classpath	The classpath to your external callout class files
Parameter Data Calegory	If your external callout requires parameters, create new parameter configuration properties for them and assign each a <code>value</code>

getNumberOfArguments

Interact allows variable number of arguments to be passed to your external callout. getNumberOfArguments method must return -1 to allow variable number of arguments. The getNumberOfArguments method returns the number of arguments expected by the Java[™] class with which you are integrating.

getNumberOfArguments()

Return value

The getNumberOfArguments method returns an integer.

Example

Example

The following example shows printing the number of arguments.

```
public int getNumberOfArguments()
{
    return 0;
}
```

getValue

The getValue method performs the core functionality of the callout and returns the results.

```
getValue(audienceID, configData, arguments)
```

The getValue method requires the following parameters:

- audienceID a value which identifies the audience ID.
- · configData a map with key-value pairs of configuration data required by the callout.
- arguments the arguments required by the callout. Each argument can be a String, Double, Date, or a List of one of these. A List argument can contain null values, however, a List cannot contain, for example, a String and a Double.

Argument type checking should be done within your implementation.

If the getValue method fails for any reason, it returns CalloutException.

Return value

The getValue method returns a list of Strings.

Example

Example

```
public List<String> getValue(AudienceId audienceId, Map<String,
  String> configurationData, Object... arguments) throws CalloutException
{
  Long customerId = (Long) audienceId.getComponentValue("Customer");
  // now query scoreQueryUtility for the credit score of customerId
  Double score = scoreQueryUtility.query(customerId);
  String str = Double.toString(score);
  List<String> list = new LinkedList<String>();
  list.add(str);
  return list;
}
```

UACITimeout parameter

UACITimeout allows the user to set a timeout in milliseconds for which the system must wait for the external callout execution to complete. If external callout does not complete execution with in the time configured in UACITimeout, system throws a timeout exception in the logs, cancels this execution, and returns blank as result of expression. UACITimeout can be set as a parameter to the external callout

initialize

The initialize method is called once when the runtime server starts. If there are any operations which may impede performance during runtime, such as loading a database table, they should be performed by this method.

```
initialize(configData)
```

The initialize method requires the following parameter:

• configData - a map with key-value pairs of configuration data required by the callout.

Unica Interact reads these values from the External Callout parameters defined in the Interact > Flowchart > External Callouts > [External Callout] > Parameter Data Category.

If the initialize method fails for any reason, it returns ${\tt CalloutException}$.

Return value

None.

Example

Example

```
public void initialize(Map<String, String> configurationData) throws CalloutException
{
    // configurationData has the key-value pairs specific to the environment
    // the server is running in
    // initialize scoreQueryUtility here
}
```

shutdown

The shutdown method is called once when the runtime server shuts down. If there are any clean up tasks required by your call out, they should run at this time.

shutdown(configData)

The shutdown method requires the following parameter:

• configData-a map with key-value pairs of configuration data required by the callout.

If the shutdown method fails for any reason, it returns CalloutException.

Return value

None.

Example

Example

```
public void shutdown(Map<String, String> configurationData) throws CalloutException
{
    // shutdown scoreQueryUtility here
}
```

ExternalCallout API example

This example creates an external callout that gets a credit score.

Create an external callout that gets a credit score:

1. Create a file that is called GetCreditScore. java with the following contents. This file assumes that there is a class that is called ScoreQueryUtility that fetches a score from a modeling application.

```
import java.util.Map;
import com.unicacorp.interact.session.AudienceId;
```

```
import com.unicacorp.interact.flowchart.macrolang.storedobjs.IAffiniumExternalCallout;
import com.unicacorp.interact.flowchart.macrolang.storedobjs.CalloutException;
import java.util.Random;
public class GetCreditScore implements IAffiniumExternalCallout
 // the class that has the logic to query an external system for a customer's credit score
 private static ScoreQueryUtility scoreQueryUtility;
 public void initialize(Map<String, String> configurationData) throws CalloutException
 // configurationData has the key- value pairs specific to the environment the server is running in
 // initialize scoreQueryUtility here
}
public void shutdown(Map<String, String> configurationData) throws CalloutException
 // shutdown scoreQueryUtility here
 }
 public int getNumberOfArguments()
 {
 // do not expect any additional arguments other than the customer's id
 return 0;
}
 public List<String> getValue(AudienceId audienceId, Map<String, String> configurationData,
 Object... arguments) throws CalloutException
 {
 Long customerId = (Long) audienceId.getComponentValue("Customer");
 // now query scoreQueryUtility for the credit score of customerId
 Double score = scoreQueryUtility.query(customerId);
 String str = Double.toString(score);
 List<String> list = new LinkedList<String>();
 list.add(str);
  return list;
}
}
```

- 2. Compile GetCreditScore.java to GetCreditScore.class.
- 3. Create a JAR file called creditscore.jar containing GetCreditScore.class and the other class files it uses.
- 4. Copy the JAR file to some location on the runtime server, for example /data/interact/creditscore.jar.
- 5. Create an External Callout with name GetCreditScore and classpath as /data/interact/creditscore.jar in the externalCallouts category on the Manage Configurations page.
- 6. In an interactive flowchart, the callout can be used as EXTERNALCALLOUT('GetCreditScore').

IInteractProfileDataService interface

The Profile Data Services API is contained in the interface iInteractProfileDataService. This interface allows you to import hierarchical data into an Unica Interact session via one or more external data sources (such as a flat file, web service, and so on) at the time the Unica Interact session starts or the audience ID of an Unica Interact session changes.

To develop hierarchical data import using the Profile Data Services API, you must write a Java class that pulls information from any data source and maps it to an ISessionDataRootNode object, then refer to that mapped data using the EXTERNALCALLOUT macro in a Select process of an interactive flowchart.

You must compile your implementation against interact_externalcallout.jar located in the lib directory of your Unica Interact runtime environment installation.

For a complete set of Javadoc documentation for using this interface, view the files in *Interact_home*/docs/externalCalloutJavaDoc with any web browser.

For a sample implementation of how to use the Profile Data Service, including commented descriptions of how the example was implemented, see *Interact_home/samples/externalcallout/XMLProfileDataService.java*.

Note: The sample implementation is intended to be used only as an example. You should not use this sample in your implementation.

Adding a data source for use with Profile Data Services

Use this procedure to add a data source to use with the Profile Data Services.

About this task

The EXTERNALCALLOUT macro recognizes a data source for Profile Data Services hierarchical data import only if you defined the appropriate configuration properties.

In Unica Platform for the runtime environment, add or define the following configuration properties in the Interact > profile > Audience Levels > [AudienceLevelName] > Profile Data Services Category.

Configuration property	Setting
New category Name Category	The name of the data source you are defining. The name that you enter here must be unique among the data sources for the same audience level.
enabled	Indicates whether the data source is enabled for the audience level in which it is defined.
className	The fully qualified name of the data source class that implements IInteractProfileDataService
classPath	The classpath to your Profile Data Services class files. If you omit it, the class path of the containing application server is used by default.
priority Category	The priority of this data source within this audience level. It must be a unique value among all of the data sources for each audience level. (That is, if a priority is set to 100 for a data source, no other data source within the audience level can have a priority of 100.)

IParameterizableCallout interface

The Parameterizable Callout API is contained in the interface IParameterizableCallout.

This interface is the base interface of the exposed API interfaces that can accept parameters from the configuration via Unica Platform. Since this is a base interface, it should not be directly implemented. The parameter are retrieved from the

child nodes of the Parameter Data node under the category that references this implementation. In the following example, ESB is a custom implementation of the profile data service, which in turn implements the IParameterizableCallout interface. The parameters endPoint and login, together with their values are passed into this implementation class when Unica Interact engine tries to initialize and terminate it.

```
Profile Data Services
...ESB
...Parameter Data
...endPoint
...login
```

The interface consists of two methods:

- initialize
- shutdown

initialize

The initialize method initializes this implementation class.

The initialize method requires the following parameter:

· configurationData - a map with name value pairs of parameters configured by users

Throws

CalloutException

shutdown

The shutdown method shuts down this implementation class.

The shutdown method requires the following parameter:

· configurationData - a map with name value pairs of parameters configured by users

Throws

CalloutException

ITriggeredMessageAction interface

The Triggered Message Action API is contained in the interface ITriggeredMessageAction. This interface allows you to get and set the name of this instance.

The ITriggeredMessageAction interface serves as a base interface for other interfaces and should never be directly implemented.

The interface consists of two methods:

• getName

• setName

getName

The getName method returns the name of the ITriggeredMessageAction instance.

```
java.lang.String getName()
```

setName

The setName method sets the name of the ITriggeredMessageAction instance.

void setName(java.lang.String name)

While you initialize the implementation class of this interface, Unica Interact sets the name of the interface with the name given in the configuration UI.

In the following example, the name of this gateway is InteractLog.

```
triggeredMessage
...gateways
...InteractLog
```

The setName method requires the following parameter:

• name - the name you want to set for the ITriggeredMessageAction instance.

IChannelSelector interface

The Channel Selector API is contained in the interface IChannelSelector. This interface allows you to selects the outbound channels based on the offer to be sent and session attributes.

For a sample implementation of how to use the Triggered Message Action, including commented descriptions of how the example was implemented, see *Interact_home/samples/triggeredmessage/SampleChannelSelector.java*.



Note: The sample implementation is intended to be used only as an example. You should not use this sample in your implementation.

You should try to use this implementation instead of writing your own.

The interface consists of one method:

selectChannels

selectChannels

The selectChannels method selects the outbound channels that the passed-in offer should be sent to with the IChannelSelector interface.

```
java.util.List<java.lang.String> selectChannels
        (java.util.Map<java.lang.String,java.util.Map<java.lang.String,
        java.lang.Object>> availableChannels,
            com.unicacorp.interact.api.Offer offer,
            com.unicacorp.interact.treatment.
            optimization.IInteractSessionData sessionData)
```

Unica Interact tries to send this offer to all those returned channels.

The selectChannels method requires the following parameters:

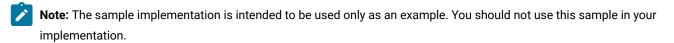
- availableChannels a map of available outbound channels, which are configured in the Triggered Message UI in the
 Unica Interact design time settings. In each entry of the map, the key is the name of the channel and the value is the
 configured parameters for that channel in the Unica Interact design time. The iteration order of this map matches
 the order defined on that UI. If Profile Preferred Channel is used on the Triggered Message UI, it is replaced by the
 actual channel before this method is invoked. In addition, if the same channel occurs multiple times on the UI, only
 the occurrence with the highest priority is kept and all the duplicates are removed.
- offer the offer to be delivered
- · sessionData the attributes currently stored in the associated Unica Interact session

IDispatcher interface

The Dispatcher API is contained in the interface IDispatcher. This interface sends offers to targeted gateways.

Since there is only one instance of this class for each configured dispatcher, the implementation of this interface must be stateless from the perspective of Unica Interact.

For a sample implementation of how to use the Triggered Message Action, including commented descriptions of how the example was implemented, see *Interact_home/samples/triggeredmessage/SampleDispatcher.java*.



You should try to use this implementation instead of writing your own.

The interface consists of one method:

• dispatch

dispatch

The dispatch method sends offers to the target gateways in the IDispatcher interface.

java.util.Collection<com.unicacorp.interact.api.Offer> offers, com.unicacorp.interact.api.NameValuePair[] profileData) throws com.unicacorp.interact.exceptions.InteractException

Once outbound channels are selected for a candidate offer, Unica Interact tries to send the candidate offers to the handlers associated to the channel. The handlers are attempted based on their defined priorities from high to low. For each handler, Unica Interact invokes this method of the configured dispatcher. It is up to the implementation of this dispatcher instance how to route the offer to the target gateway, which is configured in the same handler. If there are multiple offers sent to the same handler as a result of the same triggered message evaluation, Unica Interact tries to send all these offers in one batch.

The dispatch method requires the following parameters:

- · channel the outbound channel these offers are sent to
- · gatewayName the name of the target gateway
- offers the offers to be sent to the gateway in a batch
- profileData profile attributes populated by IGateway.validate and are passed to IGateway.deliver

Return value

The dispatch method returns if the dispatch succeeded or failed

Throws

com.unicacorp.interact.exceptions.InteractException

IGateway interface

The Gateway API is contained in the interface IGateway. This interface receives offers from Unica Interact and sends the offers to their destination.

Each implementation of this interface communicates with a particular destination. The destination must perform the necessary data transformation, attribute population, and similar destination related work.

For a sample implementation of how to use the Triggered Message Action, including commented descriptions of how the example was implemented, see *Interact_home/samples/triggeredmessage/SampleOutboundGateway.java*.



Note: The sample implementation is intended to be used only as an example. You should not use this sample in your implementation. For example: SampleOutboundGateway is included under sample directory for implementation reference.

The interface consists of two methods:

- deliver
- validate

deliver

The deliver method is called to send the offer or offers to a destination in the IGateway interface.

The deliver method requires the following parameters:

- offers the offer to be sent
- profileData the profile attributes the validate method populates in parameterMap
- channel the outbound channel these offers will be sent to

validate

The validate method validates candidate offers in the IGateway interface.

```
java.util.Collection<com.unicacorp.interact.api.Offer> validate
  (com.unicacorp.interact.treatment.optimization.
    IInteractSessionData sessionData,
        java.util.Collection<com.unicacorp.interact.api.Offer> candidateOffers,
        java.util.Map<java.lang.String,java.lang.Object> parameterMap,
        java.lang.String channel)
```

The Unica Interact engine invokes this method to validate the candidate offers. The implementation of this method should check the offers, offer attributes, and session attributes against the requirements of the destination to determine which offer or offers can be sent through this gateway. In addition, it may add necessary parameters into the passed-in map, which is passed back to deliver method.

The validate method requires the following parameters:

- sessionData the attributes currently stored in the associated Unica Interact session
- candidateOffers the offers Unica Interact selected based on the offer selection method, its parameters, and other factors. These offers are eligible to be delivered from the perspective of Unica Interact, but still subject to the gateway.
- parameterMap a map the implementation of this method should use to pass parameters to its deliver method
- channel the outbound channel these offers will be sent to

Chapter 11. Unica Interact utilities

This section describes the administrative utilities available with Unica Interact.

Run Deployment Utility (runDeployment.sh/.bat)

The runDeployment command-line tool lets you deploy an interactive channel for a specific server group from the command line, using the settings provided by a deployment.properties file that outlines all the possible parameters and is available in the same location as the runDeployment tool itself. The ability to run an interactive channel deployment from the command line is specifically useful when you are using the offersBySQL feature. For example, you might configure a Unica Campaign batch flowchart to run on a periodic basis. When the flowchart run completes, a trigger can be called to initialize deployment of the offers in the offersBySQL table using this command line tool.

Description

You can find the runDeployment command-line tool installed automatically on the Unica Interact Design Time server, in the following location:

Interact_home/interactDT/tools/deployment/runDeployment.sh (or runDeployment.bat on a Windows[™]
server)

The only argument passed in to the command is the location of a file called deployment.properties that describes all of the possible parameters needed to deploy the interactive channel/runtime server group combination. A sample file is provided for reference.

Note: Before using the runDeployment utility, you must first edit it with any text editor to provide the location of the Java[™] runtime environment on the server. For example, you might specify *Interact_home/jre* or *Platform_home/jre* as the path, if either of those directories contains the Java[™] runtime you want the utility to use. Alternatively, you could provide the path to any Java[™] runtime environment that is supported for use with this release of the products.

Using the runDeployment utility in a secure (SSL) environment

To use the runDeployment utility when security has been enabled on the Unica Interact server (and therefore connecting over an SSL port), you need to add the trust store Java property as follows:

1. When you are editing the deployment.properties file for your interactive channel deployment, modify the deploymentURL property to use the secure SSL URL, as in this example:

deploymentURL=https://<HOST>.<DOMAIN>:<PORT>/Campaign/interact/InvokeDeploymentServlet

2. Edit the runDeployment.sh or runDeployment.bat script using any text editor to add the following argument to the line beginning with \${JAVA_HOME}:

-Djavax.net.ssl.trustStore=<TrustStorePath>

For example, the line might look like this after you add the trust store argument:

\${JAVA_HOME}/bin/java -Djavax.net.ssl.trustStore=<TrustStorePath>

```
-cp ${CLASSPATH}com.unicacorp.Campaign.interact.deployment.tools.
InvokeDeploymentClient $1
```

Replace <*TrustStorePath*> with the path to the actual SSL trust store.

Running the utility

After you have edited the utility to provide the Java[™] runtime environment, and you have customized a copy of the deployment.properties file to match your environment, you can run the utility with this command:

Interact_home/interactDT/tools/deployment/runDeployment.sh deployment.properties

Replace *Interact_home* with the actual value of the Unica Interact design time installation, and replace *deployment.properties* with the actual path and name of the properties file you have customized for this deployment.

Sample deployment.properties file

The sample deployment.properties file contains a commented listing of all of the parameters you must customize to match your own environment. The sample file also contains comments that explain what each parameter is, and why you might need to customize a particular value.

```
# The following properties feed into the InvokeDeploymentClient program.
# The program will look for a deploymentURL setting. The program will post a
# request against that url; all other settings are posted as parameters in
# that request. The program then checks the status of the deployment and
# returns back when the deployment is at a terminal state (or if the
# specified waitTime has been reached).
# the output of the program will be of this format:
# <STATE> : <Misc Detail>
# where state can be one of the following:
# ERROR
# RUNNING
# SUCCESS
# Misc Detail is data that would normally populate the status message area
# in the deployment gui of the IC summary page. NOTE: HTML tags may exist
# in the Misc Detail
#
# deploymentURL: url to the InvokeDeployment servlet that resides in Interact
# Design time. should be in the following format:
# http://dt_host:port/Campaign/interact/InvokeDeploymentServlet
deploymentURL=http://localhost:7001/Campaign/interact/InvokeDeploymentServlet
# dtLogin: this is the login that you would use to login to the Design Time if
# you had wanted to deploy the IC via the deployment gui inside the IC summary
# page.
```

dtLogin=asm_admin

```
# dtPW: this is the PW that goes along with the dtLogin
**********
dtPW=
# icName: this is the name of the Interactive Channel that you want to deploy
icName=ic1
*****
# partition: this is the name of the partition
************************
partition=partition1
# request: this is the type of request that you want this tool to execute
# currently, there two behaviors. If the value is "deploy", then the deployment
# will be executed. All other values would cause the tool to simply return the
# status of the last deployment of the specified IC.
request=deploy
************************
# serverGroup: this is the name of the server group that you would like to
# deploy the IC.
************************
serverGroup=defaultServerGroup
# serverGroupType: this will indicate whether or not this deployment is going
# against production server group or a test server group. 1 denotes production
# 2 denotes test.
serverGroupType=1
************
# rtLogin: this is the account used to authenticate against the server group
# that you are deploying to.
************
rtLogin=asm_admin
# rtPW: this is the password associated to the rtLogin
rtPW=
# waitTime: Once the tool submits the deployment request, the tool will check
# the status of the deployment. If the deployment has not completed (or
# failed), then the tool will continue to poll the system for the status until
# a completed state has been reached, OR until the specified waitTime (in
# seconds) has been reached.
waitTime=5
```

Cleanup Expired Token Utility

To implement the code and configuration in Interact runtime, the expired tokens must be removed from the UACI_RTToken table. This must be done automatically using a background thread with a configurable interval. This background must be generic, so that it can be used for cleaning other tables.

Configuration Changes

A node "Cleanup" is added under the path "Affinium|interact|services" to perform cleanup related activities. A sub node "expiredTokens" is added under the path "Affinium|interact|services|Cleanup" to perform the cleanup operation for the expired tokens. You must set the "enable" field as true under the path "Affinium|interact|services|Cleanup|expiredTokens". The default value of the "enable" field of "expiredTokens" is set as True. The valid values are True and False.

Note: Users can insert the tokens in UACI_RTToken table by starting a session and enabling "tokenAuthentication" field under the path "Affinium|interact|general|API".

Optional JVM Parameters

Users can set the following JVM parameters under the JVM options.

- -Dcom.unica.interact.cleanupThreadPoolCoreSize=1
- -Dcom.unica.interact.cleanupInitialDelay=300
- -Dcom.unica.interact.cleanupDelay=300
- Dcom.unica.interact.cleanupBatchSize=5000

where

- cleanupThreadPoolCoreSize is the number of threads required to keep in the pool. If not set, the system takes the default value as 1.
- cleanupInitialDelay is the time to delay the first execution in seconds. If not set, the system takes the default value as 300.

- cleanupDelay is the delay between the termination of one execution and the commencement of the next in seconds. If not set, the system takes the default value as 300.
- cleanupBatchSize is the number of expired tokens which the users want to delete in one attempt. If not set, the system takes the default value as 5000.

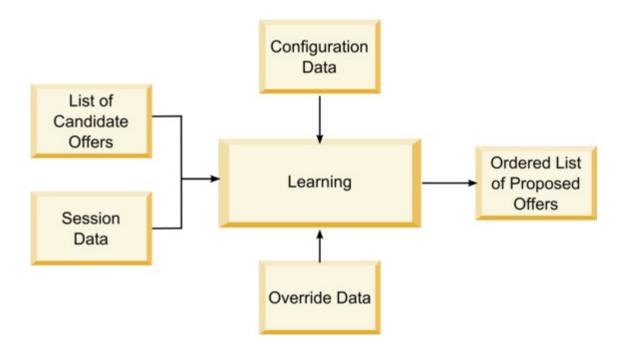
Chapter 12. About the Learning API

Unica Interact offers a learning module which uses a naive-bayesian algorithm to monitor visitor actions and propose optimal offers (in terms of acceptance). You can implement the same Java[™] interface with your own algorithms using the Learning API to create your own learning module.



Note: If you use External learning, the example reports regarding learning (Interactive Offer Learning Details and the Interactive Segment Lift Analysis reports) do not return valid data.

At the simplest level, the learning API provides methods to collect data from the runtime environment and to return an ordered list of recommended offers.



You can collect the following data from Unica Interact

- Offer contact data
- Offer acceptance data
- All session data
- Unica Campaign specific offer data
- Configuration properties defined in the learning category for the design environment and the offerserving category for the runtime environment

You can use this data in your algorithms to create a list of proposed offers. You then return a list of recommended offers, in order of highest to lowest recommendation.

Although not shown in the diagram, you can also use the learning API to collect data for your learning implementation. You can keep this data in memory, or log it to a file or database for further analysis.

After creating your Java[™] classes, you can convert them to jar files. Once you create your jar files, you must also configure the runtime environment to recognize your external learning module by editing configuration properties. You must copy your Java[™] classes or jar files to every runtime server using your external learning module.

Besides the information in this guide, the JavaDoc for the learning optimizer API is available on any runtime server in the Interact/docs/learningOptimizerJavaDoc directory.

You must compile your implementation against interact_learning.jar located in the lib directory of your Unica Interact runtime environment installation.

When writing your custom learning implementation, you should keep the following guidelines in mind.

- Performance is critical.
- Must work with multi-threading and be thread safe.
- Must manage all external resources with failure modes and performance in mind.
- Use exceptions, logging (log4j), and memory appropriately.

Configuring the runtime environment to recognize external learning modules

You can use the Learning Java[™] API to write your own learning module. You must configure the runtime environment to recognize your learning utility in Unica Platform.

About this task

You must restart the Unica Interact runtime server for these changes to take effect.

1. In Unica Platform for the runtime environment, edit the following configuration properties in the Interact > offerserving category. The configuration properties for the learning optimizer API exist in Interact > offerserving > External Learning Config Category.

Configuration property	Setting
optimizationType	ExternalLearning
externalLearningClass	class name for the external learning
externalLearningClassPath	The path to the class or JAR files on the runtime server for the external learning. If you are using a server group and all the runtime servers reference the same instance of Unica Platform, every server must have a copy of the class or JAR files in the same location.

2. Restart the Unica Interact runtime server for these changes to take effect.

ILearning interface

initialize(ILearningConfig config, boolean debug)

The learning API is built around the ILearning interface. You must implement the ILearning interface to support the customized logic of your learning module.

Among other things, the ILearning interface enables you to collect data from the runtime environment for your Java[™] class, and to send a list of recommended offers back to the runtime server.

initialize

The initialize method is called once when the runtime server starts. If there are any operations that do not need to be repeated, but may impede performance during runtime, such as loading static data from a database table, they should be performed by this method.

Start Interact Runtime Initialize

- config an ILearningConfig object defines all the configuration properties relevant to learning.
- **debug** a boolean. If true, indicates the logging level verbosity for the runtime environment system is set to debug. For best results, select this value before writing to a log.

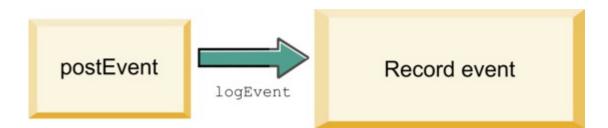
If the initialize method fails for any reason, it throws an LearningException.

Return value

None.

logEvent

The logEvent method is called by the runtime server whenever the Unica Interact API posts an event that is configured to log as a contact or response. Use this method to log contact and response data to a database or file for reporting and learning purposes. For example, if you want to algorithmically determine the likelihood of a customer accepting an offer based on criteria, use this method to log the data.



- context-an ILearningContext object defining the learning context of the event, for example, contact, accept, or reject.
- offer-an IOffer object defining the offer about which this event is being logged.
- clientArgs-an IClientArgs object defining any parameters. Currently, logEvent, does not require any clientArgs, so this parameter may be empty.
- **session**-an IInteractSession object defining all session data.
- **debug**-a boolean. If true, indicates the logging level verbosity for the runtime environment system is set to debug. For best results, select this value before writing to a log.

If the logEvent method fails, it throws a LearningException.

Return value

None.

optimizeRecommendList

The optimizeRecommendList method should take the list of recommended offers and the session data and return a list containing the requested number of offers. The optimizeRecommendList method should order the offers in some way, with your own learning algorithm. The list of offers must be ordered so that the offers you want to serve first are at the beginning of the list. For example, if your learning algorithm gives a low score to the best offers, the offers should be ordered 1, 2, 3. If your learning algorithm gives a high score to the best offers should be ordered 100, 99, 98.





The <code>optimizeRecommendList</code> method requires the following parameters:

- recList-a list of the treatment objects (offers) recommended by the runtime environment.
- clientArg-an IClientArgs object containing at least the number of offers requested by the runtime environment.
- session-an IInteractSession object containing all the session data.
- **debug**-a boolean. If true, indicates the logging level verbosity for the runtime environment system is set to debug. For best results, select this value before writing to a log.

If the <code>optimizeRecommendList</code> method fails, it throws a <code>LearningException</code>.

Return value

The <code>optimizeRecommendList</code> method returns a List of <code>ITreatment</code> objects.

reinitialize

The runtime environment calls the reinitialize method every time there is a new deployment. This method passes all learning configuration data. If you have any services required by the learning API that read configuration properties, this interface should restart them.

reinitialize(ILearningConfig config, boolean debug)
Reload configuration
parameters

reinitializ

• config-an ILearningConfig object which contains all the configuration properties.

Restart any services

required by API

• **debug**-a boolean. If true, indicates the logging level verbosity for the runtime environment system is set to debug. For best results, select this value before writing to a log.

If the logEvent method fails, it throws a LearningException.

Return value

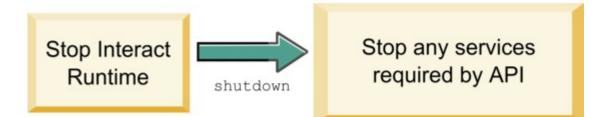
deployment

None.

shutdown

The runtime environment calls the shutdown method when the runtime server shuts down. If there are any clean up tasks required by your learning module, they should execute at this time.

```
shutdown(ILearningConfig config, boolean debug)
```



The shutdown method requires the following parameters.

- config an ILearningConfig object which defines all the configuration properties.
- **debug** a boolean. If true, indicates the logging level verbosity for the runtime environment system is set to debug. For best results, select this value before writing to a log.

If the shutdown method fails for any reason, it throws a LearningException.

Return value

None.

IAudienceID interface

The IAudienceID interface supports the IInteractSession interface. This is an interface to the audience ID. Since your audience ID may be made of several parts, this interface enables you to access all the elements of the audience ID as well as the audience level name.

getAudienceLevel

The getAudienceLevel method returns audience level.

getAudienceLevel()

Return value

The getAudienceLevel method returns a string that defines the audience level.

getComponentNames

The getComponentNames method gets a set of the names of the components which comprise the audience ID. For example, if your audience ID is consists of the values of customerName and accountID, getComponentNames would return a set containing the strings customerName and accountID.

getComponentNames()

Return value

A set of strings containing the names of the components of the audience ID.

getComponentValue

The getComponentValue method returns the value for the named component.

getComponentValue(String componentName)

• componentName-a string defining the name of the component for which you want to retrieve the value. This string is case insensitive.

Return value

The getComponentValue method returns an object that defines the value of the component.

IClientArgs

The IclientArgs interface supports the ILearning interface. This interface is an abstraction to cover any data passed into the server from the touchpoint that is not already covered by the session data. For example, the number of offers requested by the Unica Interact API getoffers method. This data is stored in a map.

getValue

The getValue method returns the value of the requested map element.

getValue(int clientArgKey)

The following elements are required in the map.

• 1 - NUMBER_OF_OFFERS_REQUESTED. The number of offers requested by the getOffers method of the Unica Interact API. This constant returns an integer.

Return value

The getValue method returns an object that defines value of the requested map constant.

IInteractSession

The IInteractSession interface supports the ILearning interface. This is an interface to the current session in the runtime environment.

getAudienceld

The getAudienceId method returns an AudienceID object. Use the IAudienceID interface to extract the values.

getAudienceId()

Return value

The getAudienceId method returns an AudienceID object.

getSessionData

The getSessionData method returns an unmodifiable map of session data where the name of the session variable is the key. The name of the session variable is always uppercased. Use the IInteractSessionData interface to extract values.

getSessionData()

Return value

The getSessionData method returns an IInteractSessionData object.

IInteractSessionData interface

The IInteractSessionData interface supports the ILearning interface. This is an interface to the runtime session data for the current visitor. Session data is stored as a list of name-value pairs. You can also use this interface to change the value of data in the runtime session.

getDataType

The getDataType method returns the data type for the specified parameter name.

getDataType(string parameterName)

Return value

The getDataType method returns an InteractDataType object. IntearctDataType is a Java[™] enum represented by Unknown, String, Double, Date, or List.

getParameterNames

The getParameterNames method returns a set of all the names of the data in the current session.

getParameterNames()

Return value

The getParameterNames method returns a set of names for which values have been set. Each name in the set can be passed into getValue(String) to return a value.

getValue

The getValue method returns the object value corresponding to the specified parameterName. Object can either be a String, Double, or a Date.

getValue(parameterName)

The getValue method requires the following parameter:

• parameterName-a string defining the name of the session data name-value pair.

Return value

The getValue method returns an object containing the value of the parameter named.

setValue

The setValue method enables to set a value for the specified parameterName. The value can be can either be a String, Double, or a Date.

setValue(string parameterName, object value)

The setValue method requires the following parameters:

- parameterName a string defining the name of the session data name-value pair.
- value an object defining the value of the designated parameter.

Return value

None.

ILearningAttribute

The ILearningAttribute interface supports the ILearningConfig interface. This is an interface to the learning attributes defined in configuration properties in the learningAttributes category.

getName

The getName method returns the name of the learning attribute.

getName()

Return value

The getName method returns a string that defines the name of the learning attribute.

ILearningConfig

The *ILearningConfig* interface supports the *ILearning* interface. This is an interface to the configuration properties for learning. All of these methods return the value of the property.

The interface consists of 15 methods:

- getAdditionalParameters returns a map of any additional properties defined in the External Learning Config category
- getAggregateStatsIntervalInMinutes returns an int
- · getConfidenceLevel returns an int

- · getDataSourceName returns a string
- getDataSourceType returns a string
- · getInsertRawStatsIntervalInMinutes returns an int
- getLearningAttributes returns a list of ILearningAttribute objects
- · getMaxAttributeNames returns an int
- getMaxAttributeValues returns an int
- · getMinPresentCountThreshold returns an int
- getOtherAttributeValue returns a string
- · getPercentRandomSelection returns an int
- getRecencyWeightingFactor returns a float
- · getRecencyWeightingPeriod returns an int
- isPruningEnabled returns a boolean

ILearningContext

The ILearningContext interface supports the ILearning interface.

getLearningContext

The getLearningContext method return the constant that tells us whether or not this is a contact, accept or reject scenario.

getLearningContext()

- 1-LOG_AS_CONTACT
- 2-LOG_AS_ACCEPT
- 3-LOG_AS_REJECT

4 and 5 are reserved for future use.

Return value

The getLearningContext method returns an integer.

getResponseCode

The getResponseCode method returns response code assigned to this offer. This value must exist in the UA_USTResponseType table in the Unica Campaign system tables.

getResponseCode()

Return value

The getResponseCode method returns a string that defines the response code.

IOffer

The *Ioffer* interface supports the *ITreatment* interface. This is an interface to the offer object defined in the design environment. Use the *Ioffer* interface to collect the offer details from the runtime environment.

getCreateDate

The getCreateDate method returns the date the offer was created.

getCreateDate()

Return value

The getCreateDate method returns a date that defines the date the offer was created.

getEffectiveDateFlag

The getEffectiveDateFlag method returns a number that defines the effective date of the offer.

getEffectiveDateFlag()

- 0-the effective date is an absolute date, such as March 15, 2010.
- 1-the effective date is the date of recommendation.

Return value

The getEffectiveDateFlag method returns an integer that defines the effective date of the offer.

getExpirationDateFlag

The getExpirationDateFlag method returns an integer value that describes the expiration date of the offer.

getExpirationDateFlag()

- 0-an absolute date, for example March 15, 2010.
- 1-some number of days after the recommendation, for example 14.
- 2-end of month after recommendation. If an offer is presented on March 31st, the offer expires that day.

Return value

The getExpirationDateFlag method returns an integer that describes the expiration date of the offer.

getOfferAttributes

The getofferAttributes method returns offer attributes defined for the offer as an IOfferAttributes object.

getOfferAttributes()

Return value

The getOfferAttributes method returns an IOfferAttributes object.

getOfferCode

The getOfferCode method returns the offer code of the offer as defined in Unica Campaign.

getOfferCode()

Return value

The getOfferCode method returns an IOfferCode object.

getOfferDescription

The getofferDescription method returns the description of the offer defined in Unica Campaign.

getOfferDescription()

Return value

The getOfferDescription method returns a string.

getOfferID

The getOfferID method returns the offer ID as defined in Unica Campaign.

getOfferID()

Return value

The getOfferID method returns a long that defines the offer ID.

getOfferName

The getOfferName method returns the name of the offer as defined in Unica Campaign.

getOfferName()

Return value

The getOfferName method returns a string.

getUpdateDate

The getUpdateDate method returns date of when the offer was last updated.

getUpdateDate()

Return value

The getUpdateDate method returns a date that defines when the offer was last updated.

IOfferAttributes

The IOfferAttributes interface supports the IOffer interface. This is an interface to the offer attributes that are defined for an offer in the design environment. Use the IOfferAttributes interface to collect the offer attributes from the runtime environment.

getParameterNames

The getParameterNames method returns a list of the offer parameter names.

getParameterNames()

Return value

The getParameterNames method returns a set that defines the list of offer parameter names.

getValue

The getValue method returns an object that defines the value of the offer attribute.

getValue(String parameterName)

The getValue method returns value of the given offer attribute.

Return value

IOfferCode interface

The *iofferCode* interface supports the *iLearning* interface. This is an interface to the offer code that was defined for an offer in the design environment. An offer code can be made of one to many Strings. Use the *iofferCode* interface to collect the offer code from the runtime environment.

getPartCount

The getPartCount method returns the number of parts that make up an offer code.

getPartCount()

Return value

The getPartCount method returns an integer defining the number of parts of the offer code.

getParts

The getParts method gets an unmodifiable list of the offer code parts.

getParts()

Return value

The getParts method returns an unmodifiable list of the offer code parts.

LearningException

The LearningException class supports the ILearning interface. Some methods within the interface will require implementations to throw a LearningException which is a simple subclass of java.lang.Exception. It is highly recommended for debugging purposes that the LearningException be constructed with the root exception if a root exception exists.

IScoreOverride

The IscoreOverride interface supports ITreatment interface. This interface enables you to read the data defined in the score override or default offers table.

getOfferCode

The getOfferCode method returns the value of the offer code columns in the score override table for this audience member.

getOfferCode()

Return value

The getOfferCode method returns an IOfferCode object that defines the value of the offer code columns in the score override table.

getParameterNames

The getParameterNames method returns the list of parameters.

```
getParameterNames()
```

Return value

The getParameterNames method returns a set that defines the list of parameters.

The IscoreOverride method contains the following parameters. Unless otherwise stated, theses parameters are the same as the score override table.

- ADJ_EXPLORE_SCORE_COLUMN
- CELL_CODE_COLUMN
- ENABLE_STATE_ID_COLUMN
- ESTIMATED_PRESENT_COUNT For overriding estimated present count (during offer weight calculation)
- FINAL_SCORE_COLUMN
- LIKELIHOOD_SCORE_COLUMN
- MARKETER_SCORE
- OVERRIDE_TYPE_ID_COLUMN
- PREDICATE_COLUMN For creating a boolean expression to determine offer eligibility
- PREDICATE_SCORE For creating an expression that results in a numeric score

- SCORE_COLUMN
- ZONE_COLUMN

You can also reference any column you add to the score override or default offers table using the same name as the column.

getValue

The getValue method returns the value of the zone column in the score override table for this audience member.

getValue(String parameterName)

• parameterName-a string defining the name of the parameter for which you want the value.

Return value

The getValue method returns an object defining the value of the requested parameter.

ISelectionMethod

The Iselection interface indicates the method used to come up with the recommended list. The default value for the Treatment object is EXTERNAL_LEARNING so you do not have to set this value. The value is ultimately stored into Detailed Contact History for reporting purposes.

You can extend this interface beyond the existing constants if you want to store the data for analysis later. For example, you could create two different learning modules and implement them on separate server groups. You could extend the Iselection interface to include SERVER_GROUP_1 and SERVER_GROUP_2. You could then compare the results of your two learning modules.

ITreatment interface

The ITreatment interface supports the ILearning interface as an interface to the Treatment information. A treatment represents the offer assigned to a particular cell as defined in the design environment. From this interface, you can obtain cell and offer information as well as the assigned marketing score.

getCellCode

The getCellCode method returns the cell code as defined in Unica Campaign. The cell is the cell assigned to the smart segment associated with this offer.

getCellCode()

Return value

The getCellCode method returns a string that defines the cell code.

getCellId

The getCellId method returns the internal ID of the cell as defined in Unica Campaign. The cell is the cell assigned to the smart segment associated with this offer.

getOfferName()

Return value

The getCellId method returns a long that defines the cell ID.

getCellName

The getCellName method returns the name of the cell as defined in Unica Campaign. The cell is the cell assigned to the smart segment associated with this offer.

getCellName()

Return value

The getCellName method returns a string that defines the cell name.

getLearningScore

The ${\tt getLearningScore}$ method returns the score for this treatment.

Return value

The getLearningScore method returns an integer that defines the score determined by the learning algorithm. The precedence as follows.

- 1. Return the override value, if present in Override values map keyed by ISCOREVETIGE.PREDICATE_SCORE_COLUMN.
- 2. Return predicate score if the value is not null.
- 3. Return the marketers score, if present in Override values map keyed by IScoreoveride. SCORE.
- 4. Return the marketers score.

getMarketerScore

The getMarketerScore method returns the marketer's score defined by the slider on the interaction strategy tab for the offer.

getMarketerScore()

To retrieve a marketer's score defined by the interaction strategy tab advanced options, use getPredicateScore.

To retrieve the marketer's score actually used by the treatment, use getLearningScore.

Return value

The getMarketerScore method returns an integer that defines the marketer's score.

getOffer

The getOffer method returns the offer for the treatment.

getOffer()

Return value

The getOffer method returns an IOffer object that defines the offer for this treatment.

getOverrideValues

The getOverrideValues method returns overrides defined in the default offers or score override table.

getOverrideValues()

Return value

The getOverrideValues method returns an IScoreOverride object.

getPredicate

The getPredicate method returns the predicate defined by the predicate column of the default offers table, score override table or the treatment rules advanced options.

getPredicate()

Return value

The getPredicate method returns a string that defines predicate defined by the predicate column of the default offers table, score override table or the treatment rules advanced options.

getPredicateScore

The getPredicateScore method returns the score set by the predicate column of the default offers table, score override table or the treatment rules advanced options.

getPredicateScore()

Return value

The getPredicateScore method returns a double that defines the score set by the predicate column of the default offers table, score override table, or the treatment rules advanced options.

getScore

The getScore method returns the marketing score that is defined either by the interaction strategy in Unica Campaign or by the score override table.

getScore()

The getScore method returns one of the following:

- The marketing score of the offer as defined on the interaction strategy tab in Unica Campaign if the enableScoreOverrideLookup property is set to false.
- The score of the offer as defined by the scoreOverrideTable if the enableScoreOverrideLookup property is set to true.

Return value

The getScore method returns an integer that represents the score of the offer.

getTreatmentCode

The getTreatmentCode method returns the treatment code.

getTreatmentCode()

Return value

The getTreatmentCode method returns a string that defines the treatment code.

setActualValueUsed

Use the setActualValueUsed method to define what values are used at various stages in the learning algorithm execution.

setActualValueUsed(string parmName, object value)

For example, if you use this method to write to the contact and response history tables, and modify the existing sample reports, you can include data from your learning algorithm in reporting.

- parmName-a string defining the name of the parameter you are setting.
- value-an object defining the value of the parameter you are setting.

Return value

None.

Learning API example

This section contains a sample implementation of the ILearningInterface. Note that this implementation is just a sample and is not designed to be used in a production environment.

This example keeps track of accept and contact counts and uses the ratio of accept to contacts for a particular offer as the acceptance probability rate for the offer. Offers not presented get higher priority for recommending. Offers with at least one contact are be ordered based on descending acceptance probability rate.

In this example, all counts are kept in memory. This is not a realistic scenario as the runtime server will run out of memory. In a real production scenario, the counts should be persisted into a database.

```
package com.unicacorp.interact.samples.learning.v2;
import java.util.ArrayList;
import java.util.Collections;
```

```
import java.util.Comparator;
import java.util.HashMap;
import java.util.List;
import java.util.Map;
import com.unicacorp.interact.samples.learning.SampleOptimizer.MyOfferSorter;
import com.unicacorp.interact.treatment.optimization.IClientArgs;
import com.unicacorp.interact.treatment.optimization.IInteractSession;
import com.unicacorp.interact.treatment.optimization.ILearningConfig;
import com.unicacorp.interact.treatment.optimization.ILearningContext;
import com.unicacorp.interact.treatment.optimization.IOffer;
import com.unicacorp.interact.treatment.optimization.LearningException;
import com.unicacorp.interact.treatment.optimization.v2.ILearning;
import com.unicacorp.interact.treatment.optimization.v2.ITreatment;
/**
\star This is a sample implementation of the learning optimizer.
 * The interface ILearning may be found in the interact.jar library.
 * To actually use this implementation, select ExternalLearning as the optimizationType in the offerServing
 node
 * of the Unica Interact application within the Platform configuration. Within the offerserving node there is
 also
 * an External Learning config category - within there you must set the name of the class to this:
 * com.unicacorp.interact.samples.learning.v2.SampleLearning. Please note however, this implementation is just
 a sample
 * and was not designed to be used in a production environment.
 * This example keeps track of accept and contact counts and uses the ratio of accept to contacts
 * for a particular offer as the acceptance probability rate for the offer.
 * Offers not presented will get higher priority for recommending.
 * Offers with at least one contact will be ordered based on descending acceptance probability rate.
 * Note: all counts are kept in memory. This is not a realistic scenario since you would run out of memory
 sooner or
 \star later. In a real production scenario, the counts should be persisted into a database.
 */
public class SampleLearning implements ILearning
ł
   // A map of offer ids to contact count for the offer id
   private Map<Long,Integer> _offerToContactCount = new HashMap<Long, Integer>();
   // A map of offer ids to contact count for the offer id
   private Map<Long,Integer> _offerToAcceptCount = new HashMap<Long, Integer>();
   /* (non-Javadoc)
    * @see com.unicacorp.interact.treatment.optimization.v2.ILearning#initialize
         (com.unicacorp.interact.treatment.optimization.v2.ILearningConfig, boolean)
    *
    */
   public void initialize(ILearningConfig config, boolean debug) throws LearningException
```

```
// If any remote connections are required, this is a good place to initialize those connections as
this
      // method is called once at the start of the interact runtime webapp.
      // This example does not have any remote connections and prints for debugging purposes that this method
will
      // be called
      System.out.println("Calling initialize for SampleLearning");
  }
  /* (non-Javadoc)
   * @see com.unicacorp.interact.treatment.optimization.v2.ILearning#reinitialize
       (com.unicacorp.interact.treatment.optimization.v2.ILearningConfig, boolean)
   */
  public void reinitialize(ILearningConfig config, boolean debug) throws LearningException
  {
      // If an IC is deployed, this reinitialize method is called to allow the implementation to
      // refresh any updated configuration settings
      System.out.println("Calling reinitialize for SampleLearning");
  }
  /* (non-Javadoc)
   * @see com.unicacorp.interact.treatment.optimization.v2.ILearning#logEvent
      (com.unicacorp.interact.treatment.optimization.v2.ILearningContext,
      com.unicacorp.interact.treatment.optimization.v2.IOffer,
      com.unicacorp.interact.treatment.optimization.v2.IClientArgs,
      com.unicacorp.interact.treatment.optimization.IInteractSession, boolean)
   */
  public void logEvent(ILearningContext context, IOffer offer, IClientArgs clientArgs,
 IInteractSession session, boolean debug) throws LearningException
  {
      System.out.println("Calling logEvent for SampleLearning");
      if(context.getLearningContext()==ILearningContext.LOG_AS_CONTACT)
       ł
          System.out.println("adding contact");
          // Keep track of all contacts in memory
          synchronized(_offerToAcceptCount)
           {
             Integer count = _offerToAcceptCount.get(offer.getOfferId());
              if(count == null)
                  count = new Integer(1);
              else
                  count++;
              _offerToAcceptCount.put(offer.getOfferId(), ++count);
          }
      }
      else if(context.getLearningContext()==ILearningContext.LOG_AS_ACCEPT)
       {
          System.out.println("adding accept");
           // Keep track of all accept counts in memory by adding to the map
          synchronized(_offerToAcceptCount)
             Integer count = _offerToAcceptCount.get(offer.getOfferId());
              if(count == null)
```

```
count = new Integer(1);
              else
                  count++;
              _offerToAcceptCount.put(offer.getOfferId(), ++count);
          }
          }
  }
  /* (non-Javadoc)
   * @see com.unicacorp.interact.treatment.optimization.v2.ILearning#optimizeRecommendList
       (java.util.List, com.unicacorp.interact.treatment.optimization.v2.IClientArgs,
       com.unicacorp.interact.treatment.optimization.IInteractSession, boolean)
   */
  public List<ITreatment> optimizeRecommendList(List<ITreatment> recList,
       IClientArgs clientArgs, IInteractSession session, boolean debug)
       throws LearningException
  {
      System.out.println("Calling optimizeRecommendList for SampleLearning");
       // Sort the candidate treatments by calling the sorter defined in this class and return the sorted list
      Collections.sort(recList,new MyOfferSorter());
       // now just return what was asked for via "numberRequested" variable
       List<ITreatment> result = new ArrayList<ITreatment>();
       for(int x=0;x<(Integer)clientArgs.getValue(IClientArgs.NUMBER_OF_OFFERS_REQUESTED) &&</pre>
x<recList.size();x++)</pre>
      {
          result.add(recList.get(x));
      }
       return result;
  }
  /* (non-Javadoc)
   * @see com.unicacorp.interact.treatment.optimization.v2.ILearning#shutdown
       (com.unicacorp.interact.treatment.optimization.v2.ILearningConfig, boolean)
   */
  public void shutdown(ILearningConfig config, boolean debug) throws LearningException
  {
       // If any remote connections exist, this would be a good place to gracefully
       // disconnect from them as this method is called at the shutdown of the Interact runtime
      \ensuremath{//} webapp. For this example, there is nothing really to do
      // except print out a statement for debugging.
      System.out.println("Calling shutdown for SampleLearning");
  }
  // Sort by:
  // 1. offers with zero contacts \, - for ties, order is based on original input
  // 2. descending accept probability rate - for ties, order is based on original input
  public class MyOfferSorter implements Comparator<ITreatment>
  {
      private static final long serialVersionUID = 1L;
       /* (non-Javadoc)
       * @see java.lang.Comparable#compareTo(java.lang.Object)
        */
```

```
public int compare(ITreatment treatment1, ITreatment treatment2)
    {
        // get contact count for both treatments
       Integer contactCount1 = _offerToContactCount.get(treatment1.getOffer().getOfferId());
       Integer contactCount2 = _offerToContactCount.get(treatment2.getOffer().getOfferId());
        // if treatment hasn't been contacted, then that wins
        if(contactCount1 == null || contactCount1 == 0)
            return -1;
       if(contactCount2 == null || contactCount2 == 0)
           return 1;
       // get accept counts
       Integer acceptCount1 = _offerToAcceptCount.get(treatment1.getOffer().getOfferId());
       Integer acceptCount2 = _offerToAcceptCount.get(treatment2.getOffer().getOfferId());
        float acceptProbability1 = (float) acceptCount1 / (float) contactCount1;
        float acceptProbability2 = (float) acceptCount2 / (float) contactCount2;
        // descending order
        return (int) (acceptProbability2 - acceptProbability1);
   }
}
```

}

Chapter 13. Unica Interact WSDL

The Unica Interact installation includes two WDSL (Web Services Description Language) XML files that describe the available web services and how to access them. You can view these files in your Unica Interact home directory, and an example is shown here.

After you have installed Unica Interact, you can find the Unica Interact WSDL files in the following location:

- <Interact_home>/conf/InteractService.wsdl
- <Interact_home>/conf/InteractAdminService.wsdl

With each software release or fix pack, there can be changes to the Unica Interact WDSL. See the Unica Interact Release Notes or the readme files with the release for details.

A copy of the InteractService.wsdl is shown here for reference. To ensure that you are using the latest information, see the WDSL files that are installed with Unica Interact.

```
<?xml version="1.0" encoding="UTF-8"?>
<wsdl:definitions xmlns:wsdl="http://schemas.xmlsoap.org/wsdl/"</pre>
xmlns:mime="http://schemas.xmlsoap.org/wsdl/mime/"
xmlns:ns0="http://soap.api.interact.unicacorp.com" xmlns:soap12="http://schemas.xmlsoap.org/wsdl/soap12/"
xmlns:http="http://schemas.xmlsoap.org/wsdl/http/" bloop="http://api.interact.unicacorp.com/xsd"
xmlns:wsaw="http://www.w3.org/2006/05/addressing/wsdl" xmlns:xs="http://www.w3.org/2001/XMLSchema"
xmlns:soap="http://schemas.xmlsoap.org/wsdl/soap/" targetNamespace="http://soap.api.interact.unicacorp.com">
<wsdl:types>
 <xs:schema xmlns:ns="http://soap.api.interact.unicacorp.com" attributeFormDefault="qualified"</pre>
  elementFormDefault="qualified" targetNamespace="http://soap.api.interact.unicacorp.com">
  <xs:element name="executeBatch">
    <xs:complexType>
    <xs:sequence>
     <xs:element minOccurs="1" name="sessionID" nillable="false" type="xs:string"/>
     <xs:element maxOccurs="unbounded" minOccurs="1" name="commands" nillable="false" type="ns1:CommandImpl"/>
    </xs:sequence>
    </xs:complexType>
  </xs:element>
  <xs:element name="executeBatchResponse">
    <xs:complexType>
    <xs:sequence>
     <xs:element minOccurs="1" name="return" nillable="false" type="ns1:BatchResponse"/>
    </xs:sequence>
    </xs:complexType>
  </xs:element>
  <xs:element name="endSession">
    <xs:complexType>
    <xs:sequence>
     <xs:element minOccurs="1" name="sessionID" nillable="false" type="xs:string"/>
    </xs:sequence>
    </xs:complexType>
  </xs:element>
  <xs:element name="endSessionResponse">
    <xs:complexType>
    <xs:sequence>
     <xs:element minOccurs="1" name="return" nillable="false" type="ns1:Response"/>
    </xs:sequence>
    </xs:complexType>
```

```
</xs:element>
<xs:element name="getOffers">
<xs:complexType>
 <xs:sequence>
  <xs:element minOccurs="1" name="sessionID" nillable="false" type="xs:string"/>
  <xs:element minOccurs="1" name="iPoint" nillable="false" type="xs:string"/>
  <xs:element minOccurs="1" name="numberRequested" type="xs:int"/>
 </xs:sequence>
 </xs:complexType>
</xs:element>
<xs:element name="getOffersResponse">
 <xs:complexType>
 <xs:sequence>
  <xs:element minOccurs="1" name="return" nillable="false" type="ns1:Response"/>
 </xs:sequence>
 </xs:complexType>
</xs:element>
<xs:element name="getProfile">
 <xs:complexType>
 <xs:sequence>
  <xs:element minOccurs="1" name="sessionID" nillable="false" type="xs:string"/>
 </xs:sequence>
 </xs:complexType>
</xs:element>
<xs:element name="getProfileResponse">
 <xs:complexType>
 <xs:sequence>
  <xs:element min0ccurs="1" name="return" nillable="false" type="ns1:Response"/>
 </xs:sequence>
 </xs:complexType>
</xs:element>
<xs:element name="getVersionResponse">
 <xs:complexType>
 <xs:sequence>
  <xs:element minOccurs="1" name="return" nillable="false" type="ns1:Response"/>
 </xs:sequence>
 </xs:complexType>
</xs:element>
<xs:element name="postEvent">
 <xs:complexType>
 <xs:sequence>
  <xs:element minOccurs="1" name="sessionID" nillable="false" type="xs:string"/>
  <xs:element minOccurs="1" name="eventName" nillable="false" type="xs:string"/>
  <xs:element maxOccurs="unbounded" minOccurs="1" name="eventParameters"</pre>
   nillable="true" type="ns1:NameValuePairImpl"/>
 </xs:sequence>
 </xs:complexType>
</xs:element>
<xs:element name="postEventResponse">
 <xs:complexType>
 <xs:sequence>
   <xs:element minOccurs="1" name="return" nillable="false" type="ns1:Response"/>
  </xs:sequence>
 </xs:complexType>
</xs:element>
<xs:element name="setAudience">
 <xs:complexType>
 <xs:sequence>
```

```
<xs:element minOccurs="1" name="sessionID" nillable="false" type="xs:string"/>
    <xs:element maxOccurs="unbounded" minOccurs="1" name="audienceID" nillable="false"</pre>
type="ns1:NameValuePairImpl"/>
    <xs:element minOccurs="1" name="audienceLevel" nillable="false" type="xs:string"/>
    <xs:element maxOccurs="unbounded" minOccurs="1" name="parameters" nillable="true"</pre>
type="ns1:NameValuePairImpl"/>
   </xs:sequence>
  </xs:complexType>
 </xs:element>
  <xs:element name="setAudienceResponse">
  <xs:complexType>
   <xs:sequence>
    <xs:element minOccurs="1" name="return" nillable="false" type="ns1:Response"/>
   </xs:sequence>
  </xs:complexType>
 </xs:element>
 <xs:element name="setDebug">
  <xs:complexType>
   <xs:sequence>
    <xs:element minOccurs="1" name="sessionID" nillable="false" type="xs:string"/>
    <xs:element minOccurs="1" name="debug" type="xs:boolean"/>
   </xs:sequence>
  </xs:complexType>
 </xs:element>
  <xs:element name="setDebugResponse">
  <xs:complexType>
   <xs:sequence>
    <xs:element minOccurs="1" name="return" nillable="false" type="ns1:Response"/>
   </xs:sequence>
  </xs:complexType>
 </xs:element>
 <xs:element name="startSession">
  <xs:complexType>
   <xs:sequence>
    <xs:element minOccurs="1" name="sessionID" nillable="false" type="xs:string"/>
    <xs:element minOccurs="1" name="relyOnExistingSession" type="xs:boolean"/>
    <xs:element minOccurs="1" name="debug" type="xs:boolean"/>
     <xs:element minOccurs="1" name="interactiveChannel" nillable="false" type="xs:string"/>
     <xs:element maxOccurs="unbounded" minOccurs="1" name="audienceID" nillable="false"
type="ns1:NameValuePairImpl"/>
    <xs:element minOccurs="1" name="audienceLevel" nillable="false" type="xs:string"/>
     <xs:element maxOccurs="unbounded" minOccurs="1" name="parameters" nillable="true"</pre>
type="ns1:NameValuePairImpl"/>
   </xs:sequence>
  </xs:complexType>
 </xs:element>
 <xs:element name="startSessionResponse">
  <xs:complexType>
   <xs:sequence>
    <xs:element minOccurs="1" name="return" nillable="false" type="ns1:Response"/>
   </xs:sequence>
  </xs:complexType>
 </xs:element>
 </xs:schema>
 <xs:schema xmlns:ax21="http://api.interact.unicacorp.com/xsd" attributeFormDefault="qualified"</pre>
 elementFormDefault="qualified" targetNamespace="http://api.interact.unicacorp.com/xsd">
 <xs:complexType name="Command">
  <xs:sequence>
```

```
<xs:element maxOccurs="unbounded" minOccurs="1" name="audienceID" nillable="true"
type="ax21:NameValuePair"/>
    <xs:element minOccurs="1" name="audienceLevel" nillable="true" type="xs:string"/>
    <xs:element minOccurs="1" name="debug" type="xs:boolean"/>
    <xs:element minOccurs="1" name="event" nillable="true" type="xs:string"/>
    <xs:element maxOccurs="unbounded" minOccurs="1" name="eventParameters" nillable="true"</pre>
type="ax21:NameValuePair"/>
    <xs:element minOccurs="1" name="interactionPoint" nillable="true" type="xs:string"/>
    <xs:element minOccurs="1" name="interactiveChannel" nillable="true" type="xs:string"/>
    <xs:element minOccurs="1" name="methodIdentifier" nillable="true" type="xs:string"/>
    <xs:element minOccurs="1" name="numberRequested" type="xs:int"/>
    <xs:element minOccurs="1" name="relyOnExistingSession" type="xs:boolean"/>
   </xs:sequence>
  </xs:complexType>
  <xs:complexType name="NameValuePair">
   <xs:sequence>
    <xs:element minOccurs="1" name="name" nillable="true" type="xs:string"/>
    <xs:element minOccurs="1" name="valueAsDate" nillable="true" type="xs:dateTime"/>
    <xs:element minOccurs="1" name="valueAsNumeric" nillable="true" type="xs:double"/>
    <xs:element minOccurs="1" name="valueAsString" nillable="true" type="xs:string"/>
    <xs:element minOccurs="1" name="valueDataType" nillable="true" type="xs:string"/>
   </xs:sequence>
  </xs:complexType>
  <xs:complexType name="CommandImpl">
   <xs:sequence>
    <xs:element maxOccurs="unbounded" minOccurs="1" name="audienceID" nillable="true"</pre>
type="ax21:NameValuePairImpl"/>
    <xs:element minOccurs="1" name="audienceLevel" nillable="true" type="xs:string"/>
    <xs:element minOccurs="1" name="debug" type="xs:boolean"/>
    <xs:element minOccurs="1" name="event" nillable="true" type="xs:string"/>
    <xs:element maxOccurs="unbounded" minOccurs="1" name="eventParameters" nillable="true"</pre>
type="ax21:NameValuePairImpl"/>
    <xs:element minOccurs="1" name="interactionPoint" nillable="true" type="xs:string"/>
    <xs:element minOccurs="1" name="interactiveChannel" nillable="true" type="xs:string"/>
    <xs:element minOccurs="1" name="methodIdentifier" nillable="true" type="xs:string"/>
    <xs:element minOccurs="1" name="numberRequested" type="xs:int"/>
    <xs:element minOccurs="1" name="relyOnExistingSession" type="xs:boolean"/>
   </xs:sequence>
  </xs:complexType>
  <xs:complexType name="NameValuePairImpl">
   <xs:sequence>
    <xs:element minOccurs="1" name="name" nillable="true" type="xs:string"/>
    <xs:element minOccurs="1" name="valueAsDate" nillable="true" type="xs:dateTime"/>
    <xs:element minOccurs="1" name="valueAsNumeric" nillable="true" type="xs:double"/>
    <xs:element minOccurs="1" name="valueAsString" nillable="true" type="xs:string"/>
    <xs:element minOccurs="1" name="valueDataType" nillable="true" type="xs:string"/>
   </xs:sequence>
  </xs:complexType>
  <xs:complexType name="BatchResponse">
   <xs:sequence>
    <xs:element minOccurs="0" name="batchStatusCode" type="xs:int"/>
    <xs:element maxOccurs="unbounded" minOccurs="0" name="responses" nillable="false" type="ax21:Response"/>
   </xs:sequence>
  </xs:complexType>
  <xs:complexType name="Response">
   <xs:sequence>
    <xs:element maxOccurs="unbounded" minOccurs="0" name="advisoryMessages" nillable="true"
type="ax21:AdvisoryMessage"/>
```

```
<xs:element minOccurs="0" name="apiVersion" nillable="false" type="xs:string"/>
   <xs:element minOccurs="0" name="offerList" nillable="true" type="ax21:OfferList"/>
    <xs:element maxOccurs="unbounded" minOccurs="0" name="profileRecord" nillable="true"</pre>
type="ax21:NameValuePair"/>
   <xs:element minOccurs="0" name="sessionID" nillable="true" type="xs:string"/>
   <xs:element minOccurs="0" name="statusCode" type="xs:int"/>
  </xs:sequence>
 </xs:complexType>
 <xs:complexType name="AdvisoryMessage">
  <xs:sequence>
    <xs:element minOccurs="0" name="detailMessage" nillable="true" type="xs:string"/>
   <xs:element minOccurs="0" name="message" nillable="true" type="xs:string"/>
   <xs:element minOccurs="0" name="messageCode" type="xs:int"/>
   <xs:element minOccurs="0" name="statusLevel" type="xs:int"/>
  </xs:sequence>
 </xs:complexType>
 <xs:complexType name="OfferList">
  <xs:sequence>
   <xs:element minOccurs="0" name="defaultString" nillable="true" type="xs:string"/>
   <xs:element maxOccurs="unbounded" minOccurs="0" name="recommendedOffers" nillable="true"</pre>
type="ax21:Offer"/>
  </xs:sequence>
 </xs:complexType>
 <xs:complexType name="Offer">
  <xs:sequence>
    <xs:element maxOccurs="unbounded" minOccurs="0" name="additionalAttributes" nillable="true"</pre>
type="ax21:NameValuePair"/>
   <xs:element minOccurs="0" name="description" nillable="true" type="xs:string"/>
   <xs:element maxOccurs="unbounded" minOccurs="0" name="offerCode" nillable="true" type="xs:string"/>
   <xs:element minOccurs="0" name="offerName" nillable="true" type="xs:string"/>
   <xs:element minOccurs="0" name="score" type="xs:int"/>
   <xs:element minOccurs="0" name="treatmentCode" nillable="true" type="xs:string"/>
  </xs:sequence>
 </xs:complexType>
</xs:schema>
</wsdl:types>
<wsdl:message name="setAudienceRequest">
<wsdl:part name="parameters" element="ns0:setAudience"/>
</wsdl:message>
<wsdl:message name="setAudienceResponse">
<wsdl:part name="parameters" element="ns0:setAudienceResponse"/>
</wsdl:message>
<wsdl:message name="postEventRequest">
<wsdl:part name="parameters" element="ns0:postEvent"/>
</wsdl:message>
<wsdl:message name="postEventResponse">
<wsdl:part name="parameters" element="ns0:postEventResponse"/>
</wsdl:message>
<wsdl:message name="getOffersRequest">
<wsdl:part name="parameters" element="ns0:getOffers"/>
</wsdl:message>
<wsdl:message name="getOffersResponse">
<wsdl:part name="parameters" element="ns0:getOffersResponse"/>
</wsdl:message>
<wsdl:message name="startSessionRequest">
<wsdl:part name="parameters" element="ns0:startSession"/>
</wsdl:message>
<wsdl:message name="startSessionResponse">
```

<wsdl:part name="parameters" element="ns0:startSessionResponse"/> </wsdl:message> <wsdl:message name="getVersionRequest"/> <wsdl:message name="getVersionResponse"> <wsdl:part name="parameters" element="ns0:getVersionResponse"/> </wsdl:message> <wsdl:message name="setDebugRequest"> <wsdl:part name="parameters" element="ns0:setDebug"/> </wsdl:message> <wsdl:message name="setDebugResponse"> <wsdl:part name="parameters" element="ns0:setDebugResponse"/> </wsdl:message> <wsdl:message name="executeBatchRequest"> <wsdl:part name="parameters" element="ns0:executeBatch"/> </wsdl:message> <wsdl:message name="executeBatchResponse"> <wsdl:part name="parameters" element="ns0:executeBatchResponse"/> </wsdl:message> <wsdl:message name="getProfileRequest"> <wsdl:part name="parameters" element="ns0:getProfile"/> </wsdl:message> <wsdl:message name="getProfileResponse"> <wsdl:part name="parameters" element="ns0:getProfileResponse"/> </wsdl:message> <wsdl:message name="endSessionRequest"> <wsdl:part name="parameters" element="ns0:endSession"/> </wsdl:message> <wsdl:message name="endSessionResponse"> <wsdl:part name="parameters" element="ns0:endSessionResponse"/> </wsdl:message> <wsdl:portType name="InteractServicePortType"> <wsdl:operation name="setAudience"> <wsdl:input message="ns0:setAudienceRequest" wsaw:Action="urn:setAudience"/> <wsdl:output message="ns0:setAudienceResponse" wsaw:Action="urn:setAudienceResponse"/> </wsdl:operation> <wsdl:operation name="postEvent"> <wsdl:input message="ns0:postEventRequest" wsaw:Action="urn:postEvent"/> <wsdl:output message="ns0:postEventResponse" wsaw:Action="urn:postEventResponse"/> </wsdl:operation> <wsdl:operation name="getOffers"> <wsdl:input message="ns0:getOffersRequest" wsaw:Action="urn:getOffers"/> <wsdl:output message="ns0:getOffersResponse" wsaw:Action="urn:getOffersResponse"/> </wsdl:operation> <wsdl:operation name="startSession"> <wsdl:input message="ns0:startSessionRequest" wsaw:Action="urn:startSession"/> <wsdl:output message="ns0:startSessionResponse" wsaw:Action="urn:startSessionResponse"/> </wsdl:operation> <wsdl:operation name="getVersion"> <wsdl:input message="ns0:getVersionRequest" wsaw:Action="urn:getVersion"/> <wsdl:output message="ns0:getVersionResponse" wsaw:Action="urn:getVersionResponse"/> </wsdl:operation> <wsdl:operation name="setDebug"> <wsdl:input message="ns0:setDebugRequest" wsaw:Action="urn:setDebug"/> <wsdl:output message="ns0:setDebugResponse" wsaw:Action="urn:setDebugResponse"/> </wsdl:operation> <wsdl:operation name="executeBatch"> <wsdl:input message="ns0:executeBatchRequest" wsaw:Action="urn:executeBatch"/> <wsdl:output message="ns0:executeBatchResponse" wsaw:Action="urn:executeBatchResponse"/>

```
</wsdl:operation>
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 <wsdl:input message="ns0:getProfileRequest" wsaw:Action="urn:getProfile"/>
 <wsdl:output message="ns0:getProfileResponse" wsaw:Action="urn:getProfileResponse"/>
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 <wsdl:operation name="endSession">
 <wsdl:input message="ns0:endSessionRequest" wsaw:Action="urn:endSession"/>
 <wsdl:output message="ns0:endSessionResponse" wsaw:Action="urn:endSessionResponse"/>
</wsdl:operation>
</wsdl:portType>
<wsdl:binding name="InteractServiceSOAP11Binding" type="ns0:InteractServicePortType">
 <soap:binding style="document" transport="http://schemas.xmlsoap.org/soap/http"/>
 <wsdl:operation name="setAudience">
 <soap:operation soapAction="urn:setAudience" style="document"/>
 <wsdl:input>
  <soap:body use="literal"/>
 </wsdl:input>
 <wsdl:output>
  <soap:body use="literal"/>
 </wsdl:output>
 </wsdl:operation>
 <wsdl:operation name="postEvent">
 <soap:operation soapAction="urn:postEvent" style="document"/>
 <wsdl:input>
  <soap:body use="literal"/>
 </wsdl:input>
 <wsdl:output>
  <soap:body use="literal"/>
 </wsdl:output>
 </wsdl:operation>
 <wsdl:operation name="getOffers">
 <soap:operation soapAction="urn:getOffers" style="document"/>
 <wsdl:input>
  <soap:body use="literal"/>
 </wsdl:input>
 <wsdl:output>
  <soap:body use="literal"/>
 </wsdl:output>
 </wsdl:operation>
 <wsdl:operation name="startSession">
 <soap:operation soapAction="urn:startSession" style="document"/>
 <wsdl:input>
  <soap:body use="literal"/>
 </wsdl:input>
 <wsdl:output>
  <soap:body use="literal"/>
 </wsdl:output>
 </wsdl:operation>
 <wsdl:operation name="getVersion">
 <soap:operation soapAction="urn:getVersion" style="document"/>
 <wsdl:input>
  <soap:body use="literal"/>
 </wsdl:input>
 <wsdl:output>
  <soap:body use="literal"/>
 </wsdl:output>
 </wsdl:operation>
 <wsdl:operation name="setDebug">
```

```
<soap:operation soapAction="urn:setDebug" style="document"/>
 <wsdl:input>
  <soap:body use="literal"/>
 </wsdl:input>
 <wsdl:output>
  <soap:body use="literal"/>
 </wsdl:output>
 </wsdl:operation>
 <wsdl:operation name="executeBatch">
 <soap:operation soapAction="urn:executeBatch" style="document"/>
 <wsdl:input>
  <soap:body use="literal"/>
 </wsdl:input>
 <wsdl:output>
  <soap:body use="literal"/>
 </wsdl:output>
 </wsdl:operation>
 <wsdl:operation name="getProfile">
 <soap:operation soapAction="urn:getProfile" style="document"/>
 <wsdl:input>
  <soap:body use="literal"/>
 </wsdl:input>
 <wsdl:output>
  <soap:body use="literal"/>
 </wsdl:output>
 </wsdl:operation>
 <wsdl:operation name="endSession">
 <soap:operation soapAction="urn:endSession" style="document"/>
 <wsdl:input>
  <soap:body use="literal"/>
 </wsdl:input>
 <wsdl:output>
  <soap:body use="literal"/>
 </wsdl:output>
</wsdl:operation>
</wsdl:binding>
<wsdl:binding name="InteractServiceSOAP12Binding" type="ns0:InteractServicePortType">
<soap12:binding transport="http://schemas.xmlsoap.org/soap/http" style="document"/>
 <wsdl:operation name="setAudience">
 <soap12:operation soapAction="urn:setAudience" style="document"/>
 <wsdl:input>
  <soap12:body use="literal"/>
 </wsdl:input>
 <wsdl:output>
  <soap12:body use="literal"/>
 </wsdl:output>
 </wsdl:operation>
 <wsdl:operation name="postEvent">
 <soap12:operation soapAction="urn:postEvent" style="document"/>
 <wsdl:input>
  <soap12:body use="literal"/>
 </wsdl:input>
 <wsdl:output>
  <soap12:body use="literal"/>
 </wsdl:output>
 </wsdl:operation>
 <wsdl:operation name="getOffers">
 <soap12:operation soapAction="urn:getOffers" style="document"/>
```

```
<wsdl:input>
 <soap12:body use="literal"/>
</wsdl:input>
<wsdl:output>
 <soap12:body use="literal"/>
</wsdl:output>
</wsdl:operation>
<wsdl:operation name="startSession">
<soap12:operation soapAction="urn:startSession" style="document"/>
<wsdl:input>
 <soap12:body use="literal"/>
</wsdl:input>
<wsdl:output>
 <soap12:body use="literal"/>
</wsdl:output>
</wsdl:operation>
<wsdl:operation name="getVersion">
<soap12:operation soapAction="urn:getVersion" style="document"/>
<wsdl:input>
 <soap12:body use="literal"/>
</wsdl:input>
<wsdl:output>
 <soap12:body use="literal"/>
</wsdl:output>
</wsdl:operation>
<wsdl:operation name="setDebug">
<soap12:operation soapAction="urn:setDebug" style="document"/>
<wsdl:input>
 <soap12:body use="literal"/>
</wsdl:input>
<wsdl:output>
 <soap12:body use="literal"/>
</wsdl:output>
</wsdl:operation>
<wsdl:operation name="executeBatch">
<soap12:operation soapAction="urn:executeBatch" style="document"/>
<wsdl:input>
 <soap12:body use="literal"/>
</wsdl:input>
<wsdl:output>
 <soap12:body use="literal"/>
</wsdl:output>
</wsdl:operation>
<wsdl:operation name="getProfile">
<soap12:operation soapAction="urn:getProfile" style="document"/>
<wsdl:input>
 <soap12:body use="literal"/>
</wsdl:input>
<wsdl:output>
 <soap12:body use="literal"/>
</wsdl:output>
</wsdl:operation>
<wsdl:operation name="endSession">
<soap12:operation soapAction="urn:endSession" style="document"/>
<wsdl:input>
 <soap12:body use="literal"/>
</wsdl:input>
<wsdl:output>
```

```
<soap12:body use="literal"/>
 </wsdl:output>
</wsdl:operation>
</wsdl:binding>
<wsdl:binding name="InteractServiceHttpBinding" type="ns0:InteractServicePortType">
<http:binding verb="POST"/>
<wsdl:operation name="setAudience">
 <http:operation location="InteractService/setAudience"/>
 <wsdl:input>
  <mime:content part="setAudience" type="text/xml"/>
 </wsdl:input>
 <wsdl:output>
  <mime:content part="setAudience" type="text/xml"/>
 </wsdl:output>
 </wsdl:operation>
 <wsdl:operation name="postEvent">
 <http:operation location="InteractService/postEvent"/>
 <wsdl:input>
  <mime:content part="postEvent" type="text/xml"/>
 </wsdl:input>
 <wsdl:output>
  <mime:content part="postEvent" type="text/xml"/>
 </wsdl:output>
 </wsdl:operation>
 <wsdl:operation name="getOffers">
 <http:operation location="InteractService/getOffers"/>
 <wsdl:input>
  <mime:content part="getOffers" type="text/xml"/>
 </wsdl:input>
 <wsdl:output>
  <mime:content part="getOffers" type="text/xml"/>
 </wsdl:output>
 </wsdl:operation>
 <wsdl:operation name="startSession">
 <http:operation location="InteractService/startSession"/>
 <wsdl:input>
  <mime:content part="startSession" type="text/xml"/>
 </wsdl:input>
 <wsdl:output>
  <mime:content part="startSession" type="text/xml"/>
 </wsdl:output>
 </wsdl:operation>
 <wsdl:operation name="getVersion">
 <http:operation location="InteractService/getVersion"/>
 <wsdl:input>
  <mime:content part="getVersion" type="text/xml"/>
 </wsdl:input>
 <wsdl:output>
  <mime:content part="getVersion" type="text/xml"/>
 </wsdl:output>
 </wsdl:operation>
 <wsdl:operation name="setDebug">
 <http:operation location="InteractService/setDebug"/>
 <wsdl:input>
  <mime:content part="setDebug" type="text/xml"/>
 </wsdl:input>
 <wsdl:output>
  <mime:content part="setDebug" type="text/xml"/>
```

```
</wsdl:output>
 </wsdl:operation>
 <wsdl:operation name="executeBatch">
  <http:operation location="InteractService/executeBatch"/>
  <wsdl:input>
   <mime:content part="executeBatch" type="text/xml"/>
  </wsdl:input>
  <wsdl:output>
   <mime:content part="executeBatch" type="text/xml"/>
  </wsdl:output>
 </wsdl:operation>
 <wsdl:operation name="getProfile">
  <http:operation location="InteractService/getProfile"/>
  <wsdl:input>
   <mime:content part="getProfile" type="text/xml"/>
  </wsdl:input>
  <wsdl:output>
   <mime:content part="getProfile" type="text/xml"/>
  </wsdl:output>
 </wsdl:operation>
 <wsdl:operation name="endSession">
  <http:operation location="InteractService/endSession"/>
  <wsdl:input>
   <mime:content part="endSession" type="text/xml"/>
  </wsdl:input>
  <wsdl:output>
   <mime:content part="endSession" type="text/xml"/>
  </wsdl:output>
 </wsdl:operation>
</wsdl:binding>
<wsdl:service name="InteractService">
 <wsdl:port name="InteractServiceSOAP11port_http" binding="ns0:InteractServiceSOAP11Binding">
  <soap:address location="http://localhost:7001/interact/services/InteractService"/>
 </wsdl:port>
 <wsdl:port name="InteractServiceSOAP12port_http" binding="ns0:InteractServiceSOAP12Binding">
  <soap12:address location="http://localhost:7001/interact/services/InteractService"/>
 </wsdl:port>
 <wsdl:port name="InteractServiceHttpport" binding="ns0:InteractServiceHttpBinding">
  <http://dcalhost:7001/interact/services/InteractService"/>
 </wsdl:port>
</wsdl:service>
</wsdl:definitions>
```

Chapter 14. Unica Interact runtime environment configuration properties

This section describes all the configuration properties for the Unica Interact runtime environment.

Interact | general

These configuration properties define general settings for your runtime environment environment, including the default logging level and the locale setting.

log4jConfig

Description

The location of the file containing the log4j properties. This path can be either absolute or relative to the INTERACT_HOME environment variable. INTERACT_HOME is the location of the Unica Interact installation directory.

Default value

./conf/interact_log4j2.xml

asmUserForDefaultLocale

Description

The asmUserForDefaultLocale property defines the Unica user from which Unica Interact derives its locale settings.

The locale settings define what language displays in the design time and run time what language advisory messages from the Unica Interact API are in. If the locale setting does not match your machines operating system settings, Unica Interact still functions, however the design time display and advisory messages may be in a different language.

Default value

asm_admin

configurationRefreshInMins

Description

The Admin User with Admin Role (Platform) can turn on or off the feature for dynamically update configuration data by setting the configuration refresh in minutes value <=0 (off) or >0 (on). For example, the current value of configuration refresh in minutes is 5 minute. The configuration changes may need up to 5 minutes to be effective. The new set value of configuration refresh then take effect in minutes. The system will refresh some of the config data as per the new changed value after this.

Note: Auto refresh is not supported for the following configuration parameters:

- 1. General all data source config no support, only top level config support
- 2. Monitoring

- 3. profile
- 4. cacheManagement
- 5. triggedMessage
- 6. activityOrchestrator
- 7. simulator
- 8. ETL

Interact | general | API

This configuration property defines setting for the authentication of the Unica Interact APIs.

tokenAuthentication

Description

Use this tokenAuthentication property to enable or disable authentication for the Unica Interact APIs.

Default value

FALSE

Valid values

TRUE | FALSE

enabledLogging

Description

Use this property to determine whether to enable API logging globally.

Default value

FALSE

Valid values

TRUE | FALSE

Interact | general | centralizedLogger

This configuration property defines centralized logging for Unica Interact.

enabled

Description

Defines if the centralized logger is enabled or disabled in Unica Interact.

Default value

FALSE

Valid values

TRUE | FALSE

maxBatchSize

Description

The maximum number of log entries that will be persisted into the database in a single batch.

Default value

1000

Valid values

Non-negative and positive integers

maxDelayInSec

Description

The maximum times a log entry will wait before getting persisted into the database.

Default Value

15

Valid Values

Non-negative and positive integers

Even in cases when the centralizedLogger feature is enabled for the entire server group, it can be disabled on a single server by commenting the following line in that server's interact_log4j2.xml:

<AppenderRef ref="db"/>

Interact | general | learningTablesDataSource

These configuration properties define the data source settings for the built-in learning tables. You must define this data source if you are using Unica Interact built-in learning.

If you create your own learning implementation using the Learning API, you can configure your custom learning implementation to read these values using the ILearningConfig interface.

jndiName

Description

Use this jndiName property to identify the Java[™] Naming and Directory Interface (JNDI) data source that is defined in the application server (Websphere or WebLogic) for the learning tables accessed by Unica Interact runtime servers.

The learning tables are created by the aci_lrntab ddl file and contain the following tables (among others): UACI_AttributeValue and UACI_OfferStats.

Default value

No default value defined.

type

Description

The database type for the data source used by the learning tables accessed by the Unica Interact runtime servers.

The learning tables are created by the aci_lrntab ddl file and contain the following tables (among others): UACI_AttributeValue and UACI_OfferStats.

Default value

SQLServer

Valid Values

SQLServer | DB2® | ORACLE | MARIADB

connectionRetryPeriod

Description

The connectionRetryPeriod property specifies the amount of time in seconds Unica Interact automatically retries the database connection request on failure for the learning tables. Unica Interact automatically tries to reconnect to the database for this length of time before reporting a database error or failure. If the value is set to 0, Unica Interact will retry indefinitely; if the value is set to -1, no retry will be attempted.

The learning tables are created by the aci_lrntab ddl file and contain the following tables (among others): UACI_AttributeValue and UACI_OfferStats.

Default value

-1

connectionRetryDelay

Description

The connectionRetryDelay property specifies the amount of time in seconds Unica Interact waits before it tries to reconnect to the database after a failure for the learning tables. If the value is set to -1, no retry will be attempted.

The learning tables are created by the aci_lrntab ddl file and contain the following tables (among others): UACI_AttributeValue and UACI_OfferStats.

Default value

-1

schema

Description

The name of the schema containing the tables for the built-in learning module. Unica Interact inserts the value of this property before all table names, for example, UACI_IntChannel becomes schema.UACI_IntChannel.

You do not have to define a schema. If you do not define a schema, Unica Interact assumes that the owner of the tables is the same as the schema. You should set this value to remove ambiguity.

Default value

No default value defined.

Interact | general | prodUserDataSource

These configuration properties define the data source settings for the production profile tables. You must define this data source. This is the data source the runtime environment references when running interactive flowcharts after deployment.

jndiName

Description

Use this jndiName property to identify the Java[™] Naming and Directory Interface (JNDI) data source that is defined in the application server (Websphere or WebLogic) for the customer tables accessed by Unica Interact runtime servers.

Default value

No default value defined.

type

Description

The database type for the customer tables accessed by Unica Interact runtime servers.

Default value

SQLServer

Valid Values

SQLServer | DB2® | ORACLE | MARIADB

aliasPrefix

Description

The AliasPrefix property specifies the way Unica Interact forms the alias name that Unica Interact creates automatically when using a dimension table and writing to a new table in the customer tables accessed by Unica Interact runtime servers..

Note that each database has a maximum identifier length; check the documentation for the database you are using to be sure that the value you set does not exceed the maximum identifier length for your database.

Default value

А

connectionRetryPeriod

Description

The connectionRetryPeriod property specifies the amount of time in seconds Unica Interact automatically retries the database connection request on failure for the runtime customer tables. Unica Interact automatically tries to reconnect to the database for this length of time before reporting a database error or failure. If the value is set to 0, Unica Interact will retry indefinitely; if the value is set to -1, no retry will be attempted.

Default value

-1

connectionRetryDelay

Description

The connectionRetryDelay property specifies the amount of time in seconds Unica Interact waits before it tries to reconnect to the database after a failure for the Unica Interact runtime customer tables. If the value is set to -1, no retry will be attempted.

Default value

-1

schema

Description

The name of the schema containing your profile data tables. Unica Interact inserts the value of this property before all table names, for example, UACI_IntChannel becomes schema.UACI_IntChannel.

You do not have to define a schema. If you do not define a schema, Unica Interact assumes that the owner of the tables is the same as the schema. You should set this value to remove ambiguity.

When you use a DB2 database, the schema name must be upper case.

Default value

No default value defined.

Interact | general | API | requestThreadPool

This configuration property configures the thread pool that retrieves supplemental treatments from other audience IDs specified in UACISupplementAudience.

corePoolSize

Description

The minimum number of threads in this pool.

Default value

None

Valid values

Numeric

maxPoolSize

The maximum number of threads in this pool.

Default value

None

Valid values

Numeric

keepAliveTimeSecs

The maximum time in seconds the system waits before removing an idle thread from this pool.

Default value

None

Valid values

Numeric

termWaitSecs

The maximum time in seconds the system waits before stopping a thread in this pool when the system is shutting down.

Default value

None

Valid values

Numeric

Interact | general | systemTablesDataSource

These configuration properties define the data source settings for the system tables for runtime environment. You must define this data source.

jndiName

Description

Use this jndiName property to identify the Java[™] Naming and Directory Interface (JNDI) data source that is defined in the application server (Websphere or WebLogic) for the runtime environment tables.

The runtime environment database is the database populated with the aci_runtime and aci_populate_runtime dll scripts and, for example, contains the following tables (among others): UACI_CHOFFErAttrib and UACI_DefaultedStat.

No default value defined.

type

Description

The database type for the runtime environment system tables.

The runtime environment database is the database populated with the aci_runtime and aci_populate_runtime dll scripts and, for example, contains the following tables (among others): UACI_CHOFFErAttrib and UACI_DefaultedStat.

Default value

SQLServer

Valid Values

SQLServer | DB2® | ORACLE | MARIADB

connectionRetryPeriod

Description

The connectionRetryPeriod property specifies the amount of time in seconds Unica Interact automatically retries the database connection request on failure for the runtime system tables. Unica Interact automatically tries to reconnect to the database for this length of time before reporting a database error or failure. If the value is set to 0, Unica Interact will retry indefinitely; if the value is set to -1, no retry will be attempted.

The runtime environment database is the database populated with the aci_runtime and aci_populate_runtime dll scripts and, for example, contains the following tables (among others): UACI_CHOfferAttrib and UACI_DefaultedStat.

Default value

-1

connectionRetryDelay

Description

The connectionRetryDelay property specifies the amount of time in seconds Unica Interact waits before it tries to reconnect to the database after a failure for the Unica Interact runtime system tables. If the value is set to -1, no retry will be attempted.

The runtime environment database is the database populated with the aci_runtime and aci_populate_runtime dll scripts and, for example, contains the following tables (among others): UACI_CHOFFerAttrib and UACI_DefaultedStat.

Default value

-1

schema

Description

The name of the schema containing the tables for the runtime environment. Unica Interact inserts the value of this property before all table names, for example, UACI_IntChannel becomes schema.UACI_IntChannel.

You do not have to define a schema. If you do not define a schema, Unica Interact assumes that the owner of the tables is the same as the schema. You should set this value to remove ambiguity.

Default value

No default value defined.

Interact | general | systemTablesDataSource | loaderProperties

These configuration properties define the settings a database loader utility for the system tables for runtime environment. You need to define these properties if you are using a database loader utility only.

databaseName

Description

The name of the database the database loader connects to.

Default value

No default value defined.

LoaderCommandForAppend

Description

The LoaderCommandForAppend parameter specifies the command issued to invoke your database load utility for appending records to the contact and response history staging database tables in Unica Interact. You need to set this parameter to enable the database loader utility for contact and response history data.

This parameter is specified as a full path name either to the database load utility executable or to a script that launches the database load utility. Using a script allows you to perform additional setup before invoking the load utility.

Most database load utilities require several arguments to be successfully launched. These can include specifying the data file and control file to load from and the database and table to load into. The tokens are replaced by the specified elements when the command is run.

Consult your database load utility documentation for the correct syntax to use when invoking your database load utility.

This parameter is undefined by default.

Tokens available to <code>LoaderCommandForAppend</code> are described in the following table.

Tok	Description
en	
TROL	This token is replaced with the full path and filename to the temporary control file that Unica Interact generates according to the template that is specified in the LoaderControlFileTemplate parameter.
	This token is replaced with the name of the data source into which Unica Interact is loading data. This is the same data source name used in the category name for this data source.
<dat AFIL E></dat 	This token is replaced with the full path and filename to the temporary data file created by Unica Interact during the loading process. This file is in the Unica Interact Temp directory, UNICA_ACTMPDIR.
<dbc OLU MNN UMB ER></dbc 	This token is replaced with the column ordinal in the database.
<fiel DLEN GTH></fiel 	This token is replaced with the length of the field being loaded into the database.
<fiel DNA ME></fiel 	This token is replaced with the name of the field being loaded into the database.
<fiel DNU MBE R></fiel 	This token is replaced with the number of the field being loaded into the database.
<fiel DTYP E></fiel 	This token is replaced with the literal "CHAR()". The length of this field is specified between the (). If your database happens to not understand the field type, CHAR, you can manually specify the appropriate text for the field type and use the <fieldlength> token. For example, for SQLSVR and SQL2000 you would use "SQLCHAR(<fieldlength>)"</fieldlength></fieldlength>
<nat IVET YPE></nat 	This token is replaced with the type of database into which this field is loaded.
<nu Mfie Lds></nu 	This token is replaced with the number of fields in the table.

Tok	Description
en	
<pas< th=""><th>This token is replaced with the database password from the current flowchart connection to the</th></pas<>	This token is replaced with the database password from the current flowchart connection to the
SWO	data source.
RD>	
<tab LENA</tab 	This token is replaced with the database table name into which Unica Interact is loading data.
ME>	
<use< th=""><th>This token is replaced with the database user from the current flowchart connection to the data</th></use<>	This token is replaced with the database user from the current flowchart connection to the data
R>	source.

No default value defined.

LoaderControlFileTemplateForAppend

Description

The LoaderControlFileTemplateForAppend property specifies the full path and filename to the control file template that has been previously configured in Unica Interact. When this parameter is set, Unica Interact dynamically builds a temporary control file based on the template that is specified here. The path and name of this temporary control file is available to the <CONTROLFILE> token that is available to the LoaderCommandForAppend property.

Before you use Unica Interact in the database loader utility mode, you must configure the control file template that is specified by this parameter. The control file template supports the following tokens, which are dynamically replaced when the temporary control file is created by Unica Interact.

See your database loader utility documentation for the correct syntax required for your control file. Tokens available to your control file template are the same as those for the LoaderControlFileTemplate property.

This parameter is undefined by default.

Default value

No default value defined.

LoaderDelimiterForAppend

Description

The LoaderDelimiterForAppend property specifies whether the temporary Unica Interact data file is a fixed-width or delimited flat file, and, if it is delimited, the character or set of characters used as delimiters.

If the value is undefined, Unica Interact creates the temporary data file as a fixed width flat file.

If you specify a value, it is used when the loader is invoked to populate a table that is not known to be empty. Unica Interact creates the temporary data file as a delimited flat file, using the value of this property as the delimiter. This property is undefined by default.

Default value

Valid Values

Characters, which you may enclose in double quotation marks, if desired.

LoaderDelimiterAtEndForAppend

Description

Some external load utilities require that the data file be delimited and that each line end with the delimiter. To accommodate this requirement, set the LoaderDelimiterAtEndForAppend value to TRUE, so that when the loader is invoked to populate a table that is not known to be empty, Unica Interact uses delimiters at the end of each line.

Default value

FALSE

Valid Values

TRUE | FALSE

LoaderUseLocaleDP

Description

The LoaderUseLocaleDP property specifies, when Unica Interact writes numeric values to files to be loaded by a database load utility, whether the locale-specific symbol is used for the decimal point.

Set this value to FALSE to specify that the period (.) is used as the decimal point.

Set this value to TRUE to specify that the decimal point symbol appropriate to the locale is used.

Default value

FALSE

Valid Values

TRUE | FALSE

Interact | general | testRunDataSource

These configuration properties define the data source settings for the test run tables for the Unica Interact design environment. You must define this data source for at least one of your runtime environments. These are the tables used when you perform a test run of your interactive flowchart.

jndiName

Description

Use this jndiName property to identify the Java[™] Naming and Directory Interface (JNDI) data source that is defined in the application server (Websphere or WebLogic) for the customer tables accessed by the design environment when executing interactive flowcharts test runs.

No default value defined.

type

Description

The database type for the customer tables accessed by the design environment when executing interactive flowcharts test runs.

Default value

SQLServer

Valid Values

SQLServer | DB2® | ORACLE | MARIADB

aliasPrefix

Description

The AliasPrefix property specifies the way Unica Interact forms the alias name that Unica Interact creates automatically when using a dimension table and writing to a new table for the customer tables accessed by the design environment when executing interactive flowcharts test runs.

Note that each database has a maximum identifier length; check the documentation for the database you are using to be sure that the value you set does not exceed the maximum identifier length for your database.

Default value

А

connectionRetryPeriod

Description

The connectionRetryPeriod property specifies the amount of time in seconds Unica Interact automatically retries the database connection request on failure for the test run tables. Unica Interact automatically tries to reconnect to the database for this length of time before reporting a database error or failure. If the value is set to 0, Unica Interact will retry indefinitely; if the value is set to -1, no retry will be attempted.

Default value

-1

connectionRetryDelay

Description

The connectionRetryDelay property specifies the amount of time in seconds Unica Interact waits before it tries to reconnect to the database after a failure for the test run tables. If the value is set to -1, no retry will be attempted.

-1

schema

Description

The name of the schema containing the tables for interactive flowchart test runs. Unica Interact inserts the value of this property before all table names, for example, UACI_IntChannel becomes schema.UACI_IntChannel.

You do not have to define a schema. If you do not define a schema, Unica Interact assumes that the owner of the tables is the same as the schema. You should set this value to remove ambiguity.

Default value

No default value defined.

Interact | general | contactAndResponseHistoryDataSource

These configuration properties define the connection settings for the contact and response history data source required for the Unica Interact cross-session response tracking. These settings are not related to the contact and response history module.

jndiName

Description

Use this jndiName property to identify the Java[™] Naming and Directory Interface (JNDI) data source that is defined in the application server (WebSphere® or WebLogic) for the contact and response history data source required for the Unica Interact cross-session response tracking.

Default value

type

Description

The database type for the data source used by the contact and response history data source required for the Unica Interact cross-session response tracking.

Default value

SQLServer

Valid Values

SQLServer | DB2® | ORACLE | MARIADB

connectionRetryPeriod

Description

The connectionRetryPeriod property specifies the amount of time in seconds Unica Interact automatically retries the database connection request on failure for the Unica Interact cross-session response tracking. Unica

Interact automatically tries to reconnect to the database for this length of time before reporting a database error or failure. If the value is set to 0, Unica Interact will retry indefinitely; if the value is set to -1, no retry will be attempted.

Default value

-1

connectionRetryDelay

Description

The connectionRetryDelay property specifies the amount of time in seconds Unica Interact waits before it tries to reconnect to the database after a failure for the Unica Interact cross-session response tracking. If the value is set to -1, no retry will be attempted.

Default value

-1

schema

Description

The name of the schema containing the tables for the Unica Interact cross-session response tracking. Unica Interact inserts the value of this property before all table names, for example, UACI_IntChannel becomes schema.UACI_IntChannel.

You do not have to define a schema. If you do not define a schema, Unica Interact assumes that the owner of the tables is the same as the schema. You should set this value to remove ambiguity.

Default value

No default value defined.

Interact | general | idsByType

These configuration properties define settings for ID numbers used by the contact and response history module.

initialValue

Description

The initial ID value used when generating IDs using the UACI_IDsByType table.

Default value

1

Valid Values

Any value greater than 0.

retries

Description

The number of retries before generating an exception when generating IDs using the UACI_IDsByType table.

Default value

20

Valid Values

Any integer greater than 0.

Interact | flowchart

This section defines configuration settings for interactive flowcharts.

DT_DELIM_XXX formats cannot be used with Interactive Session flowcharts

defaultDateFormat

Description

The default date format used by Unica Interact to convert Date to String and String to Date.

Default value

MM/dd/yy

idleFlowchartThreadTimeoutInMinutes

Description

The number of minutes Unica Interact allows a thread dedicated to an interactive flowchart to be idle before releasing the thread.

Default value

5

idleProcessBoxThreadTimeoutInMinutes

Description

The number of minutes Unica Interact allows a thread dedicated to an interactive flowchart process to be idle before releasing the thread.

Default value

5

maxSizeOfFlowchartEngineInboundQueue

Description

The maximum number of flowchart run requests Unica Interact holds in queue. If this number of requests is reached, Unica Interact will stop taking requests.

1000

maxNumberOfFlowchartThreads

Description

The maximum number of threads dedicated to interactive flowchart requests.

Default value

25

maxNumberOfProcessBoxThreads

Description

The maximum number of threads dedicated to interactive flowchart processes.

Default value

50

maxNumberOfProcessBoxThreadsPerFlowchart

Description

The maximum number of threads dedicated to interactive flowchart processes per flowchart instance.

Default value

3

minNumberOfFlowchartThreads

Description

The minimum number of threads dedicated to interactive flowchart requests.

Default value

10

minNumberOfProcessBoxThreads

Description

The minimum number of threads dedicated to interactive flowchart processes.

Default value

20

sessionVarPrefix

Description

The prefix for session variables.

SessionVar

Interact | flowchart | ExternalCallouts | [ExternalCalloutName]

This section defines the class settings for custom external callouts you have written with the external callout API.

class

Description

The name of the Java™ class represented by this external callout.

This is the Java $^{\text{m}}$ class that you can access with the Macro <code>externalcallout</code>.

Default value

No default value defined.

classpath

Description

The classpath for the Java[™] class represented by this external callout. The classpath must reference jar files on the runtime environment server. If you are using a server group and all runtime servers are using the same Unica Platform, every server must have a copy of the jar file in the same location. The classpath must consist of absolute locations of jar files, separated by the path delimiter of the operating system of the runtime environment server, for example a semi-colon (;) on Windows[™] and a colon (:) on UNIX[™] systems. Directories containing class files are not accepted. For example, on a Unix system: /pathl/filel.jar:/path2/file2.jar.

This classpath must be less than 1024 characters. You can use the manifest file in a .jar file to specify other .jar files so only one .jar file has to appear in your class path.

This is the Java[™] class that you can access with the Macro EXTERNALCALLOUT.

If multiple JARs are provided in this setting, they must be separated with their platform's path separator character, example, the semicolon ";" on windows, and the colon ":" on Linux).

Default value

No default value defined.

Notes on Calling Web Service APIs from Interact External Callouts

- Interact recommends that external callouts modules must not make additional SOAP calls to complete their
 processing. While this can work if properly configured, it can also lead to classloading and internal SOAP
 configuration errors that are difficult to resolve. It is recommended that you use REST or alternative web service API
 frameworks if you require to call out to other systems from within their external callouts.
- If SOAP APIs are to be used within Interact external callouts, they must be compiled against the version of SOAP / Axis2 included with Interact. As of this publishing the version is Axis2 version 1.52. The exact version used by Interact can be determined by searching for the *axis2*.jar files in the InteractRT.war/web-inf/lib directory and noting the version listed at the end of their filename (example, axis2-kernel-1.5.2.jar). The version of Axis2 that was used to

compile your SOAP stubs is typically listed as a comment at the top of the SOAP *Stub.java file generated or provided to you.

- If your external callout is encountering SOAP errors, you must enable classloading logging on your application server to verify that only Interact's provided Axis2 and Axiom libraries are loaded and used by both Interact and your external callout code.
- · External callout processing errors can be found in the interact.log file.

Interact | flowchart | ExternalCallouts | [ExternalCalloutName] | Parameter Data | [parameterName]

This section defines the parameter settings for a custom external callout you have written with the external callout API.

value

Description

The value for any parameter required by the class for the external callout.

Default value

No default value defined.

Example

If the external callout requires host name of an external server, create a parameter category named $_{host}$ and define the $_{value}$ property as the server name.

Interact | monitoring

This set of configuration properties enables you to define JMX monitoring settings. You need to configure these properties only if you are using JMX monitoring. There are separate JMX monitoring properties to define for the contact and response history module in the configuration properties for Unica Interact design environment.

protocol

Description

Define the protocol for the Unica Interact messaging service.

If you choose JMXMP you must include the following JAR files in your class path in order:

Interact/lib/InteractJMX.jar;Interact/lib/jmxremote_optional.jar

Default value

JMXMP

Valid Values

JMXMP | RMI

port

Description

The port number for the messaging service.

Default value

9998

enableSecurity

Description

A boolean which enables or disables JMXMP messaging service security for the Unica Interact runtime server. If set to true, you must supply a user name and password to access the Unica Interact runtime JMX service. This user credential is authenticated by the Unica Platform for the runtime server. Jconsole does not allow empty password login.

This property has no effect if the protocol is RMI. This property has no effect on JMX for Unica Campaign (the Unica Interact design time).

Default value

True

Valid Values

True | False

Interact | monitoring | activitySubscribers

This set of configuration properties enables the root node for the settings that are related to remote subscribers that can receive periodic update on basic performance data in the Unica Interact runtime environment.

heartbeatPeriodInSecs

Description

The interval in seconds when each runtime instance sends an update to subscribers.

Default value

60

Interact | monitoring | activitySubscribers | (target)

(target)

Description

The root node for the settings of a subscriber.

URL

Description

The URL of this subscriber. This endpoint must be able to accept JSON messages transported through HTTP.

continuousErrorsForAbort

Description

The number of continuous failed updates before the runtime instance stops sending more updates to this subscriber.

Default value

5

timeoutInMillis

Description

The time-out in milliseconds the send process times out during sending update to this subscriber.

Default value

1000

Valid Values

Enabled

Description

Whether this subscriber is enabled or disabled.

Default value

True

Valid Values

True **Of** False

type

Description

The type of this data store. When this option is selected, the parameter **className** must be added with the value being the fully qualified name of this implementation class. **classPath** needs to be added with the URI of the JAR file if it is not in the class path of the Interact run time.

Default value

InteractLog

Valid Values

InteractLog, RelationalDB, and Custom

jmxInclusionCycles

Description

The interval in the multiplier of heartbeatPeriodInSecs that detailed JMX statistics are sent to this subscriber.

Default value

5

```
Valid Values
```

Interact | monitoring | detailMonitoring

Interact uses these configuration properties to log detailed information for providing more insights on the internal execution status of Interact. If the auto refresh configuration is enabled, changes to the properties' value is reflected in the associated Interact run time instances without a restart.

logAPIRequest

Description

When enabled, the input parameters of all API requests are logged into the interact.log file. The log entries have the following format:

<API type>: <request parameters>

Default value

False

detailMonitoring

Description

When enabled, the execution information of all API requests are asynchronously logged into interactPerfMeter.log file. The execution information are as follows:

- API type
- · Interaction point name for getOffers
- · The timestamp Interact starts executing this API request
- · The duration, in milliseconds, of processing this API request
- The final status of this API request
- Session ID
- Audience ID

When the value of this setting is 0, it is disabled.

If its value is greater than 0, it indicates the frequency of collecting the execution information. The frequency is counted by API type and by the individual interaction points for getOffers.

The log entries have the following format:

```
api|<API name>(< IP name > for getOffers)| <session ID>|<audience level>|<audience
ID>|<status>|<starting timestamp>|<duration>
```

Example

```
api|startSession|111|customer|customerid=1.0|0|2022-04-22T18:45:07.298-0500|88
api|getOffers(IP1)|111|customer|customerid=1.0|0|2022-04-22T18:45:07.386-0500|261
```

Default value

0

logProfileLoading

Description

When enabled, the profile data loading information is asynchronously logged into the interactPerfMeter.log file. The profile data loading information is as follows:

- Name of profile database table
- · The timestamp Interact starts loading from this profile table
- · The duration, in milliseconds, of loading data from this table
- Session ID
- Audience ID

When the value of this setting is 0, it is disabled. If its value is larger than 0, this value serves as the frequency of collecting the execution information. The frequency is counted by the names of individual profile tables.

The log entries have the following format:

```
profile||<session ID>|<audience level>|<audience ID>|<status>|<starting
timestamp>|<duration>
```

Example

profile|customer_profile|111|customer|customerid=1.0|0|2022-04-22T18:45:06.524-0500|8

Default value

0

logFlowchartExecution

Description

When enabled, the flowchart execution information is asynchronously logged into interactPerfMeter.log file. The the flowchart execution is as follows:

- Name of flowchart
- The timestamp Interact starts executing this flowchart
- The duration, in milliseconds, of executing this flowchart
- Session ID
- Audience ID

When the value of this setting is 0, it is disabled. If its value is greater than 0, this value serves as the frequency of collecting the execution information. The frequency is counted by the names of individual flowcharts.

The log entries have the following format:

```
fc|<flowchart name>|<session ID>|<audience level>|<audience ID>|<status>|<starting
timestamp>|<duration>
```

Example

fc|Flowchart 1|111|customer|customerid=1.0|0|2022-04-22T18:45:07.361-0500|97

Default value

0

logProcessBoxExecution

Description

When enabled, the process box execution information is asynchronously logged into interactPerfMeter.log file. The process box execution information is as follows:

- Name of process box
- The timestamp Interact starts executing this process box
- The duration, in milliseconds, of executing this process box
- Session ID
- Audience ID

When the value of this setting is 0, it is disabled. If its value is greater than 0, this value serves as the frequency of collecting the execution information. The frequency is counted by the names of individual process boxes.

The log entries have the following format:

```
pb|<process box name>|<session ID>|<audience level>|<audience ID>|<status>|<starting
timestamp>|<duration>
```

Example

```
pb|Decision 1|111|customer|customerid=1.0|0|2021-11-22T18:45:07.372-0500|53
```

Default value

0

enableAPIDetailMetrics

Description

When enabled, detailed metrics related to API requests are collected in JMX.

This replaces the JVM parameter, which can be optionally added for collecting the same metrics:

-Dcom.unicacorp.interact.enableDetailStats=com.unicacorp.interact.api.APIDetailStatsBean

CAUTION: The exact metrics are subject to change in every release without notice, so it is strongly discouraged to have any report or script relying on these metrics.

Default value

False

enableFlowchartDetailMetrics

Description

When enabled, detailed metrics related to flowcharts are collected in JMX.

This replaces the JVM parameter which can be optionally added for collecting the same metrics:

```
-Dcom.unicacorp.interact.enableDetailStats=
com.unicacorp.interact.flowchart.FlowchartExecStatsBean
```

CAUTION: The exact metrics are subject to change in every release without notice, so it is strongly discouraged to have any report or script relying on these metrics.

Default value

False

enableCacheDetailMetrics

Description

When enabled, the detailed metrics related to cache operations are collected in JMX.

This replaces the JVM parameter which can be optionally added for collecting the same metrics:

-Dcom.unicacorp.interact.enableDetailStats= com.unicacorp.interact.cache.CacheStatsBean

CAUTION: The exact metrics are subject to change in every release without notice, so it is strongly discouraged to have any report or script relying on these metrics.

Default value

False

Interact | profile

This set of configuration properties control several of the optional offer serving features, including offer suppression and score override.

enableScoreOverrideLookup

Description

If set to True, Unica Interact loads the score override data from the scoreOverrideTable when creating a session. If False, Unica Interact does not load the marketing score override data when creating a session.

If true, you must also configure the Interact | profile | Audience Levels | (Audience Level) |

scoreOverrideTable property. You need to define the scoreOverrideTable property for the audience levels you require only. Leaving the scoreOverrideTable blank for an audience level disables the score override table for the audience level.

Default value

False

Valid Values

True | False

enableOfferSuppressionLookup

Description

If set to True, Unica Interact loads the offer suppression data from the offerSuppressionTable when creating a session. If False, Unica Interact does not load the offer suppression data when creating a session.

If true, you must also configure the Interact | profile | Audience Levels | (Audience Level) |

offerSuppressionTable property. You need to define the enableOfferSuppressionLookup property for the audience levels you require only.

Default value

False

Valid Values

True | False

enableProfileLookup

Description

In a new installation of Unica Interact, this property is deprecated. In an upgraded installation of Unica Interact, this property is valid until the first deployment.

The load behavior for a table used in an interactive flowchart but not mapped in the interactive channel. If set to True, Unica Interact loads the profile data from the profileTable when creating a session.

If true, you must also configure the Interact | profile | Audience Levels | (Audience Level) | profileTable property.

The Load this data in to memory when a visit session starts setting in the interactive channel table mapping wizard overrides this configuration property.

False

Valid Values

True | False

defaultOfferUpdatePollPeriod

Description

The number of seconds the system waits before updating the default offers in the cache from the default offers table. If set to -1, the system doesn't update the default offers in the cache after the initial list is loaded into the cache when the runtime server starts.

Default value

-1

Interact | profile | Audience Levels | [AudienceLevelName]

This set of configuration properties enables you to define the table names required for additional Unica Interact features. You are only required to define the table name if you are using the associated feature.

New category name

Description

The name of your audience level.

scoreOverrideTable

Description

The name of the table containing the score override information for this audience level. This property is applicable if you have set enableScoreOverrideLookup to true. You have to define this property for the audience levels for which you want to enable a score override table. If you have no score override table for this audience level, you can leave this property undefined, even if enableScoreOverrideLookup is set to true.

Unica Interact looks for this table in the customer tables accessed by Unica Interact runtime servers, defined by the prodUserDataSource properties.

If you have defined the schema property for this data source, Unica Interact prepends this table name with the schema, for example, schema.UACI_ScoreOverride. If you enter a fully-qualified name, for example, mySchema.UACI_ScoreOverride, Unica Interact does not prepend the schema name.

Default value

UACI_ScoreOverride

offerSuppressionTable

Description

The name of the table containing the offer suppression information for this audience level. You have to define this property for the audience levels for which you want to enable an offer suppression table. If you have no offer suppression table for this audience level, you can leave this property undefined. If enableOfferSuppressionLookup is set to true, this property must be set to a valid table.

Unica Interact looks for this table in the customer tables accessed by runtime servers, defined by the prodUserDataSource properties.

Default value

UACI_BlackList

contactHistoryTable

Description

The name of the staging table for the contact history data for this audience level.

This table is stored in the runtime environment tables (systemTablesDataSource).

If you have defined the schema property for this data source, Unica Interact prepends this table name with the schema, for example, schema.UACI_CHStaging. If you enter a fully-qualified name, for example, mySchema.UACI_CHStaging, Unica Interact does not prepend the schema name.

If contact history logging is disabled, this property does not need to be set.

Default value

UACI_CHStaging

chOfferAttribTable

Description

The name of the contact history offer attributes table for this audience level.

This table is stored in the runtime environment tables (systemTablesDataSource).

If you have defined the schema property for this data source, Unica Interact prepends this table name with the schema, for example, schema.UACI_CHOfferAttrib. If you enter a fully-qualified name, for example, mySchema.UACI_CHOfferAttrib, Unica Interact does not prepend the schema name.

If contact history logging is disabled, this property does not need to be set.

Default value

UACI_CHOfferAttrib

responseHistoryTable

Description

The name of the response history staging table for this audience level.

This table is stored in the runtime environment tables (systemTablesDataSource).

If you have defined the schema property for this data source, Unica Interact prepends this table name with the schema, for example, schema.UACI_RHStaging. If you enter a fully-qualified name, for example, mySchema.UACI_RHStaging, Unica Interact does not prepend the schema name.

If response history logging is disabled, this property does not need to be set.

Default value

UACI_RHStaging

crossSessionResponseTable

Description

The name of the table for this audience level required for cross-session response tracking in the contact and response history tables accessible for the response tracking feature.

If you have defined the schema property for this data source, Unica Interact prepends this table name with the schema, for example, schema.UACI_XSessResponse. If you enter a fully-qualified name, for example, mySchema.UACI_XSessResponse, Unica Interact does not prepend the schema name.

If cross session response logging is disabled, this property does not need to be set.

Default value

UACI_XSessResponse

userEventLoggingTable

Description

This is the name of the database table that is used for logging user-defined event activities. Users defined events on the Events tab of the Interactive Channel summary pages in the Unica Interact interface. The database table you specify here stores information such as the event ID, name, how many times this event occurred for this audience level since the last time the event activity cache was flushed, and so on.

If you have defined the schema property for this data source, Unica Interact prepends this table name with the schema, for example, schema.UACI_UserEventActivity. If you enter a fully-qualified name, for example, mySchema.UACI_UserEventActivity, Unica Interact does not prepend the schema name.

Default value

UACI_UserEventActivity

patternStateTable

Description

This is the name of the database table that is used for logging event pattern states, such as whether the pattern condition has been met or not, whether the pattern is expired or disabled, and so on.

If you have defined the schema property for this data source, Unica Interact prepends this table name with the schema, for example, schema.UACI_EventPatternState. If you enter a fully-qualified name, for example, mySchema.UACI_EventPatternState, Unica Interact does not prepend the schema name.

A patternStateTable is required for each audience level even if you do not use event patterns. The patternStateTable is based on the ddl of the included UACI_EventPatternState. The following is an example where the audience ID has two components; ComponentNum and ComponentStr.

```
CREATE TABLE UACI_EventPatternState_Composite
(
    UpdateTime bigint NOT NULL,
    State varbinary(4000),
    ComponentNum bigint NOT NULL,
    ComponentStr nvarchar(50) NOT NULL,
    CONSTRAINT PK_CustomerPatternState_Composite PRIMARY KEY
    (ComponentNum,ComponentStr,UpdateTime)
)
```

Default value

UACI_EventPatternState

requestLogTable

Description

This configuration property enables you to determine the name of table for recording API requests targeted to this particular audience level. If left blank, no API logging occurs at this audience level. This feature has to be enabled globally to log API requests for this audience level.

Default value

empty string

triggeredMessageLogTable

Description

This configuration property enables you to determine the name of the table for recording triggered messages or actions responses targeted to this audience level. If left blank, no logging occurs at this audience level. This feature must be enabled globally to log triggered messages or actions responses for this audience level.

Default value

empty string

requestAttrLogTable

Description

The name of the database table used for logging Interact API attributes, in addition to the information captured by requestLogTable. The attributes information that is logged to this table is based on the configurations that are set in Affinium | interact | profile | Audience Levels | [AudienceLevelName] | Attributes Logging.



Note: For attributes logging, the **enabledLogging** parameter within Affinium | interact | general | API must be set to TRUE and define the requestLogTable for it to be active.

The database table that you specify here stores the following information:

- · the attribute category
- · attribute name and its value at the time of API processing

Default value

UACI_APIRequestAttr

Interact | profile | Audience Levels | [AudienceLevelName] | Offers by Raw SQL

This set of configuration properties enables you to define the table names required for additional Unica Interact features. You are only required to define the table name if you are using the associated feature.

enableOffersByRawSQL

Description

If set to True, Unica Interact enables the offersBySQL feature for this audience level that allows you to configure SQL code to be executed to create a desired set of candidate offers at runtime.. If False, Unica Interact does not use the offersBySQL feature.

If you set this property to true, you may also configure the Interact | profile | Audience Levels | (Audience Level) | Offers by Raw SQL | SQL Template property to define one or more SQL templates.

Default value

False

Valid Values

True | False

cacheSize

Description

Size of cache used to store results of the OfferBySQL queries. Note that using a cache may have negative impact if query results are unique for most sessions.

Default value

-1 (off)

Valid Values

-1 | Value

cacheLifeInMinutes

Description

If the cache is enabled, this indicates the number of minutes before the system will clear the cache to avoid staleness.

Default value

-1 (off)

Valid Values

-1 | Value

defaultSQLTemplate

Description

The name of the SQL template to use if one is not specified via the API calls.

Default value

None

Valid Values

SQL template name

name

Configuration category

```
Interact | profile | Audience Levels | [AudienceLevelName] | Offers by Raw SQL |
(SQL Templates)
```

Description

The name you want to assign to this SQL query template. Enter a descriptive name that will be meaningful when you use this SQL template in API calls. Note that if you use a name here that is *identical* to a name defined in the Interact List process box for an offerBySQL treatment, the SQL in the process box will be used rather than the SQL you enter here.

Default value

None

SQL

Configuration category

```
Interact | profile | Audience Levels | [AudienceLevelName] | Offers by Raw SQL |
(SQL Templates)
```

Description

Contains the SQL query to be called by this template. The SQL query may contain references to variable names that are part of the visitor's session data (profile). For example, select * from MyOffers where category = \${preferredCategory} would rely on the session containing a variable named preferredCategory.

You should configure the SQL to query the specific offer tables you created during design time for use by this feature. Note that stored procedures are not supported here.

Default value

None

Interact | profile | Audience Levels | [AudienceLevelName] | SQL Template

These configuration properties let you define one or more SQL query templates used by the offersBySQL feature of Unica Interact.

name

Description

The name you want to assign to this SQL query template. Enter a descriptive name that will be meaningful when you use this SQL template in API calls. Note that if you use a name here that is *identical* to a name defined in the Interact List process box for an offerBySQL treatment, the SQL in the process box will be used rather than the SQL you enter here.

Default value

None

SQL

Description

Contains the SQL query to be called by this template. The SQL query may contain references to variable names that are part of the visitor's session data (profile). For example, select * from MyOffers where category = \${preferredCategory} would rely on the session containing a variable named preferredCategory.

You should configure the SQL to query the specific offer tables you created during design time for use by this feature. Note that stored procedures are not supported here.

Default value

None

Interact | profile | Audience Levels | [AudienceLevelName | Profile Data Services | [DataSource]

This set of configuration properties enables you to define the table names required for additional Unica Interact features. You are only required to define the table name if you are using the associated feature. The Profile Data Services category provides information about a built-in data source (called Database) that is created for all audience levels, and which is preconfigured with a priority of 100. However, you can choose to modify or disable it. This category also contains a template for additional external data sources. When you click the template called **External Data Services** you can complete the configuration settings described here.

New category name

Description

(Not available for the default Database entry.) The name of the data source you are defining. The name you enter here must be unique among the data sources for the same audience level.

Default value

None

Valid Values

Any text string is allowed.

enabled

Description

If set to True, this data source is enabled for the audience level to which it is assigned. If False, Unica Interact does not use this data source for this audience level.

Default value

True

Valid Values

True | False

className

Description

(Not available for the default Database entry.) The fully-qualified name of the data source class that implements IInteractProfileDataService.

Default value

None.

Valid Values

A string providing a fully-qualified class name.

classPath

Description

(Not available for the default Database entry.) An optional configuration setting providing the path to load this data source implementation class. If you omit it, the class path of the containing application server is used by default.

Not shown, but the class path of the containing application server is used by default if no value is provided here.

Valid Values

A string providing the class path.

priority

Description

The priority of this data source within this audience level. It has to be a unique value among all of the data sources for each audience level. (That is, if a priority is set to 100 for a data source, no other data source within the audience level may have a priority of 100.)

Default value

100 for the default Database, 200 for user-defined data source

Valid Values

Any non-negative integer is allowed.

Interact | profile | Audience Levels | [AudienceLevelName] | Attributes Logging

In release 12.1.4, a playback data purging batch is introduced, which executes once a day, to delete playback API logging information. The configurations for playback purging batch are as follows:

DataRetentionInDays

The number of days to retain data post which the data will be purged or removed.

Example: 100

purgeBatchExecutionHour

The time (in hour) at which you want the system to purge the data. If you want to purge the data at 11:30 pm, type 23.

Example: 23

purgeBatchExecutionMinute

The time (in minutes) at which you want the system to purge the data. If you want to purge the data at 11:30 pm, type 30.

Example: 30

Child nodes of the Attributes Logging category

The Attributes Logging category has the following child nodes:

Node	Path		
startSession	Interact profile Audience Levels [Audience- LevelName] Attributes Logging startSession		
setAudience	Interact profile Audience Levels [Audience- LevelName] Attributes Logging setAudience		
getOffers	Interact profile Audience Levels [Audience- LevelName] Attributes Logging getOffers		
getOffersForMultipleInteractionPoints	Interact profile Audience Levels [Audience- LevelName] Attributes Logging getOffersForMulti- pleInteractionPoints		
postEvent	Interact profile Audience Levels [Audience- LevelName] Attributes Logging postEvent		
getProfile	Interact profile Audience Levels [Audience- LevelName] Attributes Logging getProfile		

Each node has the same parameters. Use these configuration properties to define the logging level of attributes for each Interact API. You can configure logging levels for profile attributes, session attributes, and event patterns. The parameters and their description are as follows:

Parameter name	Description
logProfileAttributes	 If set to None, Unica Interact does not log any profile attributes for the subjected Audience Level and API. If set to All, Unica Interact saves all profile attributes to the requestAttrLogTable for the subjected Audience Level and API. If set to Inclusive, Unica Interact saves the profile attributes mentioned in the includeExcludeProfileAttributes configuration. If set to Exclusive, Unica Interact saves all other profile attributes except the ones mentioned in the includeExcludeProfileAttributes configuration.
	Default value: None
	Valid values: None All Inclusive Exclusive
includeExcludeProfileAttributes	This configuration is applicable only if logProfileAttributes is set to Inclusive OF Exclusive. If required, provide multiple profile attribute names

Parameter name	Description	
	separated by pipe () that must be Included or Excluded from getting logged into the requestAttrLogTable table. Default value : Pipe () separated profile attribute names.	
logSessionParameters	If set to True, Unica Interact saves the session parameters to the requestAttrLogTable for the subjected Audience Level and API. Default value: False Valid values: True False	
logEventPatternStatus	If set to True, Unica Interact saves the event pattern status to the requestAttrLogTable for the subjected Audience Level and API. Default value: False Valid values: True False	

Interact | offerserving

These configuration properties define the generic learning configuration properties. If you are using built-in learning, to tune your learning implementation, use the configuration properties for the design environment.

offerTieBreakMethod

Description

The offerTieBreakMethod property defines the behavior of offer serving when two offers have equivalent (tied) scores. If you set this property to its default value of Random, Unica Interact presents a random choice from among the offers that have equivalent scores. If you set this configuration to Newer Offer, Unica Interact serves up the newer offer (based on having a higher offer ID) ahead of the older offer (lower offer ID) in the case where the scores among the offers are the same.

Note:

Unica Interact has an optional feature that allows the administrator to configure the system to return the offers in random order independent of the score, by setting the percentRandomSelection option (Campaign | partitions | [partition_number] | Interact | learning | percentRandomSelection). The offerTieBreakMethod property described here is used only when percentRandomSelection is set to zero (disabled).

Default value

Random

Valid Values

Random | Newer Offer

optimizationType

Description

The <code>optimizationType</code> property defines whether Unica Interact uses a learning engine to assist with offer assignments. If set to <code>NoLearning</code>, Unica Interact does not use learning. If set to <code>BuiltInLearning</code>, Unica Interact uses the Bayesian learning engine built with Unica Interact. If set to <code>ExternalLearning</code>, Unica Interact uses a learning engine you provide. If you select <code>ExternalLearning</code>, you must define the <code>externalLearningClass</code> and <code>externalLearningClassPath</code> properties.

Default value

NoLearning

Valid Values

NoLearning | BuiltInLearning | ExternalLearning

segmentationMaxWaitTimeInMS

Description

The maximum number of milliseconds that the runtime server waits for an interactive flowchart to complete before getting offers.

Default value

5000

treatmentCodePrefix

Description

The prefix prepended to treatment codes.

Default value

No default value defined.

effectiveDateBehavior

Description

Determines whether Unica Interact should use an offer's effective date in filtering out offers that are presented to a visitor. Values include:

-1 tells Unica Interact to ignore the effective date on the offer.

0 tells Unica Interact to use the effective date to filter the offer, so that if the offer effective date is earlier than or equal to the current date, the offer effective date, the offer is served to visitors.

If there is an **effectiveDateGracePeriod** value set, the grace period is also applied to determine whether to serve the offer.

• Any positive integer tells Unica Interact to use the current date plus the value of this property to determine whether to serve the offer to visitors, so that if the offer effective date is earlier than the current date plus the value of this property, the offer is served to visitors.

If there is an **effectiveDateGracePeriod** value set, the grace period is also applied to determine whether to serve the offer.

Default value

-1

effectiveDateGracePeriodOfferAttr

Description

Specifies the name of the custom attribute in an offer definition that indicates the effective date grace period. For example, you might configure this property with a value of AltGracePeriod. You would then define offers with a custom attribute called AltGracePeriod that is used to specify the number of days to use as a grace period with the **effectiveDateBehavior** property.

Suppose you create a new offer template with an effective date of 10 days from the current date, and include a custom attribute called AltGracePeriod. When you create an offer using the template, if you set the value of AltGracePeriod to 14 days, the offer would be served to visitors, because the current date is within the grace period of the offer effective date.

Default value

Blank

alwaysLogLearningAttributes

Description

Indicates whether Unica Interact should write information about visitor attributes used by the learning module to the log files. Note that settings this value to true may affect learning performance and log file sizes.

Default value

False

Consider the following points:

- If Learning is enabled, for version 2, using SampleMethod1, for version 1, using SampleMethod1
- During the interact configuration process, system verifies if the settings are matching.
- During the interact offer treatment optimizer process in learning version2, the offer learning based on SampleMethod1 and SampleMethod2 setting are handles. The offer RWA based on SampleMethod1 and SampleMethod2 setting is also calculated.

includeArbitrationInfo

Arbitration information includes candidate offers, suppressed offers, and eligible segments.

Default value

False

Valid values

True | False

offerDedupePolicy

Description

Indicates what Interact should return in getOffers call when multiple versions of an offer are eligible.

- offer: Removes duplicates based on offer codes, which results in only one version of an offer being returned.
- Treatment: Removes duplicates based on treatment codes, which results in all distinct personalized versions of an offer being returned.
- None: Returns all occurrences of an offer, even if they are personalized the same way.

Default value

Offer

Valid values

Offer | Treatment | None

offerSuppressionScope

Description

When working on strategy or FlexOffers, create an eligibility expression for each rule. Use this configuration to define the scope if such an expression is evaluated to be FALSE.

If its value is Rule, only that rule is suppressed.

If its value is Offer, this offer is suppressed even if the offer is otherwise eligible from other rules.

Default value

Offer

Valid values

Rule | Offer | None

enableOfferCaching

Enables caching of the last served offers. The subsequent calls to getoffers API may return the offers from cache if the **UACICachedOffers** parameter is passed as True.

Flase

Valid values

True | False | None

Interact | offerserving | Built-in Learning Config

These configuration properties define the database write settings for built-in learning. To tune your learning implementation, use the configuration properties for the design environment.

version

Description

You can select 1 or 2. Version 1 is the basic configuration version that does not use parameters to set thread and record limits. Version 2 is the enhanced configuration version that lets you set thread and record parameter to improve performance. These parameters perform aggregation and deletion when these parameter limits are reached.

Default value

1

insertRawStatsIntervalInMinutes

Description

The number of minutes the Unica Interact learning module waits before inserting more rows into the learning staging tables. You may need to modify this time based on the amount of data the learning module is processing in your environment.

Default value

5

Valid Values

A positive integer

aggregateStatsIntervalInMinutes

Description

The number of minutes the Unica Interact learning module waits between aggregating data in the learning stats tables. You may need to modify this time based on the amount of data the learning module is processing in your environment.

Default value

15

Valid Values

An integer greater than zero.

autoAdjustPercentage

Description

The value that determines the percentage of data the run of aggregation tries to process based on the metrics of the previous run. By default, this value is set to zero, which means the aggregator processes all staging records, and this auto adjustment functionality is disabled.

Default value

0

Valid Values

A number between 0 and 100.

excludeAbnormalAttribute

Description

The setting that determines whether to mark those attributes as invalid. If set to IncludeAttribute, abnormal attributes are included not marked as invalid. If set to ExcludeAttribute, abnormal attributes are excluded and marked as invalid.

Default value

IncludeAttribute

Valid Values

IncludeAttribute | ExcludeAttribute

saveOriginalValues

Description

You can set the values as "All Values", "Binned Values", or "None". This will control what values will be logged in table UACI_LearningAttributeHist.

If "All Values" is selected then all learning attributes will be logged in the table. If this parameter is set to "Binned Values" then only those attributes will be logged in the table for which bins are created under "Interact-> Global Learning".

If set to "None" no values will be logged in UACI_LearningAttributeHist .

By default this is set to "None".

Default value

None

Valid Values

All Values | Binned Values | None

Interact | offerserving | Built-in Learning Config | Parameter Data | [parameterName]

These configuration properties define any parameters for your external learning module.

numberOfThreads

Description

The maximum number of threads the learning aggregator uses to process the data. A valid value is a positive integer, and should not be more than the maximum number of connections that are configured in the learning data source. This parameter is used only by aggregator version 2.

Default value

10

maxLogTimeSpanInMin

Description

If aggregator version 1 is selected, you can process the staging records in iterations to avoid overly large database batches. In this case, those staging records are processed by chunks; iteration by iteration in a single aggregation cycle. The value of this parameter specifies the maximum time span of staging records the aggregator tries to process in each iteration. This time span is based on LogTime field that is associated to each staging record, and only the records whose LogTime falls into the earliest time window is processed. A valid value is an integer that is not negative. If the value is 0, there is no limit, which means all the staging records are processed in a single iteration.

Default value

0

maxRecords

Description

If aggregator version 2 is selected, you can process the staging records in iterations to avoid overly large database batches. In this case, those staging records are processed in chunks; iteration by iteration in a single aggregation cycle. The value of this parameter specifies the maximum number of staging records the aggregator tries to process in each iteration. A valid value is an integer that is not negative. If the value is 0, there is no limit, which means all the staging records are processed in a single iteration.

Default value

0

value

Description

The value for any parameter that is required by the class for a built-in learning module.

Default value

No default value defined.

Interact | offerserving | External Learning Config

These configuration properties define the class settings for an external learning module you wrote using the learning API.

class

Description

If optimizationType is set to ExternalLearning, set externalLearningClass to the class name for the external learning engine.

Default value

No default value defined.

Availability

This property is applicable only if optimizationType is set to ExternalLearning.

classPath

Description

If optimizationType is set to ExternalLearning, set externalLearningClass to the classpath for the external learning engine.

The classpath must reference jar files on the runtime environment server. If you are using a server group and all runtime servers are using the same Unica Platform, every server must have a copy of the jar file in the same location. The classpath must consist of absolute locations of jar files, separated by the path delimiter of the operating system of the runtime environment server, for example a semi-colon (;) on Windows[™] and a colon (:) on UNIX[™] systems. Directories containing class files are not accepted. For example, on a Unix system: /path1/file1.jar:/path2/file2.jar.

This classpath must be less than 1024 characters. You can use the manifest file in a .jar file to specify other .jar files so only one .jar file has to appear in your class path

Default value

No default value defined.

Availability

This property is applicable only if <code>optimizationType</code> is set to <code>ExternalLearning</code>.

Interact | offerserving | External Learning Config | Parameter Data | [parameterName]

These configuration properties define any parameters for your external learning module.

value

Description

The value for any parameter required by the class for an external learning module.

Default value

No default value defined.

Example

If the external learning module requires a path to an algorithm solver application, you would create a parameter category called *solverPath* and define the *value* property as the path to the application.

Interact | offerserving | Constraints

These configuration properties define the constraints placed upon the offer serving process.

maxOfferAllocationInMemoryPerInstance

Description

The size of a block of offers. Unica Interact keeps a pool of offers in memory so that the system does not have to query to database each time an offer is returned. Every time an offer is returned, the pool is adjusted. When the pool is exhausted, Unica Interact gets another block of offers to fill the pool.

Default value

1000

Valid Values

An integer greater than 0.

maxDistributionPerIntervalPerInstanceFactor

Description

The constraint percentage for a given offer allocation for a runtime server to support the distribution across runtime servers.

Default value

100

Valid Values

An integer between 0 and 100.

constraintCleanupIntervalInDays

Description

How often the disabled counts from the UACI_OfferCount table are cleaned up. A value less than 1 disables this feature.

Default value

7

Valid Values

An integer greater than 0.

Interact | offerserving | Tie Breakers

The offer serving Tie Breakers category specifies custom offer tie breaker policies. A offer tie breaker policy, also called offer selection policy is used to perform offer selection from an offer list of a treatment rule when eligible offers in the list are more than number of offers returned from the list specified for the rule. Out of box, Interact provides three policies, "Most recent updated offers", "Random", or "By offer attribute". But if you prefer your own logic to perform the selection, you can implement the logic and define the class information using this setting. Interact Runtime loads and applies it during runtime offer arbitration.

A sample class SampleOfferTieBreaker.java for Custom Policy is provided at Interact_Home/samples/optimization, which sorts the offers based on Offer name or Offer code.

To use this class, use the following configuration details.

class: com.unicacorp.interact.samples.tiebreaker.SampleOfferTieBreaker

classPath: Give path till SampleOfferTieBreaker.java file including name.

After saving the Tie Breaker configuration under Parameter Data node, add the following configuration details.

New category name: Type

value: OfferName Or OfferCode

Category name

Description

The name of your policy. You must specify an appropriate name.

Class

Description: The name of the Java class of your policy implementation.

Default value: No default value defined.

classPath

Description: The classpath of the Java class for your policy implementation. The classpath must reference jar files on the runtime environment server. If you are using a server group and all runtime servers are using the same Unica Platform, every server must have a copy of the jar file in the same location. The classpath must consist of absolute locations of jar files, separated by the path delimiter of the operating system of the runtime environment server, for example a semi-colon (;) on Windows and a colon (:) on UNIX[™] systems. Directories containing class files are not accepted. For example, on a Unix system: /pathl/file1.jar:/path2/file2.jar. This classpath must be less than 1024 characters. You can use the manifest file in a .jar file to specify other .jar files so only one .jar file has to appear in your class path. If multiple JARs are provided in this setting, they must be separated with their platform's path separator character, example, the semicolon ";" on Windows, and the colon ":" on Linux

Default value: No default value defined.

maxDistributionPerIntervalPerInstanceFactor

Description

The constraint percentage for a given offer allocation for a runtime server to support the distribution across runtime servers.

Default value

100

Valid Values

An integer between 0 and 100.

constraintCleanupIntervalInDays

Description

How often the disabled counts from the UACI_OfferCount table are cleaned up. A value less than 1 disables this feature.

Default value

7

Valid Values

An integer greater than 0.

Interact | offerServing | treatmentCodeLength

This is a new configuration and you will see this after upgrading to 12.1.7.

Full

Description

The treatment code generated should be upto 67 characters except prefix.

Limit

67 characters

Short

Description

The treatment code generated should be upto 35 characters except prefix.

Limit

35 characters

Interact | services

The configuration properties in this category define settings for all the services which manage collecting contact and response history data and statistics for reporting and writing to the runtime environment system tables.

externalLoaderStagingDirectory

Description

This property defines the location of the staging directory for a database load utility.

Default value

No default value defined.

Valid Values

A path relative to the Unica Interact installation directory or an absolute path to a staging directory.

If you enable a database load utility, you must set the cacheType property in the contactHist and responstHist categories to External Loader File.

Affinium/interact/services/contactHist/treatmentStoreReference

This configuration parameter is the root node for the settings related to the data store of recently served treatments.

daysBackForXSessContact

The number of days a served treatment is kept in the data store for cross session lookup. If the value is non-positive or zero, the cross session contact tracking feature is disabled.

Default value

0

Valid value

Any positive number

Interact | services | contactHist

The configuration properties in this category define the settings for the service that collects data for the contact history staging tables.

enableLog

Description

If true, enables the service which collects data for recording the contact history data. If false, no data is collected.

Default value

True

Valid Values

True | False

cacheType

Description

Defines whether the data collected for contact history is kept in memory (Memory Cache) or in a file (External Loader file). You can use External Loader File only if you have configured Unica Interact to use a database loader utility.

If you select Memory Cache, use the cache category settings. If you select External Loader File, use the fileCache category settings.

Default value

Memory Cache

Valid Values

Memory Cache | External Loader File

Interact | services | contactHist | cache

The configuration properties in this category define the cache settings for the service that collects data for the contact history staging table. **Note**: When contactHist or responseHist is configured to use memoryCache, you can optionally create a data source systemTablesDataSource and configure the settings under Affinium|interact|general|systemTablesDataSource| loaderProperties. When this is done, the contact/response history staging records will be persisted into files in directory as set by Affinium|interact|services|externalLoaderStagingDirectory if the persistence into database fails. Otherwise, an INFO entries will be logged at initialization saying failover is not enabled.

threshold

Description

The number of records accumulated before the flushCacheToDB service writes the collected contact history data to the database.

Default value

100

insertPeriodInSecs

Description

The number of seconds between forced writes to the database.

Default value

3600

Interact | services | contactHist | contactStatusCodes

The configuration properties in this category defines the settings for the custom contact status type which can be passed into Interact together with contact events..

New category name

Description

This property defines the name of contact status code category.

Code

Description

This property defines the custom code for your contact type. This defined code must exist in HCL Campaign system table UA_ContactStatus.

action

Description

The action corresponding to the custom contact type code. The action defined here will override the action defined for in the Campaign System table UA_ContactStatus.

Default value

None

Valid value

LogContact | None

Interact | services | contactHist | fileCache

The configuration properties in this category define the cache settings for the service that collects contact history data if you are using a database loader utility. **Prerequisite:** For Configuration Affinium|interact|services|externalLoaderStagingDirectory set loaderStagingData.

threshold

Description

The number of records accumulated before the flushCacheToDB service writes the collected contact history data to the database.

Default value

100

insertPeriodInSecs

Description

The number of seconds between forced writes to the database.

Default value

3600

Interact | services | defaultedStats

The configuration properties in this category define the settings for the service that collects the statistics regarding the number of times the default string for the interaction point was used.

enableLog

Description

If true, enables the service that collects the statistics regarding the number of times the default string for the interaction point was used to the UACI_DefaultedStat table. If false, no default string statistics are collected.

If you are not using IBM reporting, you can set this property to false since the data collection is not required.

Default value

True

Valid Values

True | False

Interact | services | defaultedStats | cache

The configuration properties in this category define the cache settings for the service that collects the statistics regarding the number of times the default string for the interaction point was used.

threshold

Description

The number of records accumulated before the flushCacheToDB service writes the collected default string statistics to the database.

Default value

100

insertPeriodInSecs

Description

The number of seconds between forced writes to the database.

Default value

3600

Interact | services | eligOpsStats

The configuration properties in this category define the settings for the service that writes the statistics for eligible offers.

enableLog

Description

If true, enables the service that collects the statistics for eligible offers. If false, no eligible offer statistics are collected.

If you are not using IBM reporting, you can set this property to false since the data collection is not required.

Default value

True

Valid Values

True | False

Interact | services | eligOpsStats | cache

The configuration properties in this category define the cache settings for the service that collects the eligible offer statistics.

threshold

Description

The number of records accumulated before the flushCacheToDB service writes the collected eligible offer statistics to the database.

Default value

100

insertPeriodInSecs

Description

The number of seconds between forced writes to the database.

Default value

3600

Interact | services | eventActivity

The configuration properties in this category define the settings for the service that collects the event activity statistics.

enableLog

Description

If true, enables the service that collects the event activity statistics. If false, no event statistics are collected.

If you are not using IBM reporting, you can set this property to false since the data collection is not required.

Default value

True

Valid Values

True | False

Interact | services | eventActivity | cache

The configuration properties in this category define the cache settings for the service that collects the event activity statistics.

threshold

Description

The number of records accumulated before the flushCacheToDB service writes the collected event activity statistics to the database.

Default value

100

insertPeriodInSecs

Description

The number of seconds between forced writes to the database.

Default value

3600

Interact | services | eventPattern

The configuration properties in the eventPattern category define the settings for the service that collects the event pattern activity statistics.

persistUnknownUserStates

Description

Determines whether the event pattern states for an unknown audience ID (visitor) is retained in the database. By default, when a session ends, the statuses of all the updated event patterns associated with the visitor's audience ID are stored in the database, provided that the audience ID is known (that is, the visitor's profile can be found in the profile data source).

The persistUnknownUserStates property determines what happens if the audience ID is not known. By default, this property is set to False, and for unknown audience IDs, the event pattern states are discarded at the end of the session.

If you set this property to True, the event pattern states of unknown users (whose profile cannot be find in the configured profile data service) will be persisted.

Default value

False

Valid Values

True | False

mergeUnknowUserInSessionStates

Description

Determines how the event pattern states for unknown audience IDs (visitors) are retained. If the audience ID switches in the middle of a session, Unica Interact tries to load the saved event pattern states for the new audience ID from the database table. When the audience ID was unknown previously, and you set the mergeUnknowUserInSessionStates property is to True, the user event activities belonging to the previous audience ID in the same session will be merged into the new audience ID.

Default value

False

Valid Values

True | False

enableUserEventLog

Description

Determines whether user event activities are logged in the database.

Default value

False

Valid Values

True | False

Interact | services | eventPattern | userEventCache

The configuration properties in the userEventCache category define the settings that determine when event activity is moved from the cache to persist in the database.

threshold

Description

Determines the maximum number of event pattern states that can be stored in the event pattern state cache. When the limit is reached, the least-recently used states are flushed from the cache.

Default value

100

Valid Values

The desired number of event pattern states to retain in the cache.

insertPeriodInSecs

Description

Determines the maximum length of time in seconds that user event activities are queued in memory. When the time limit specified by this property is reached, those activities are persisted into the database.

Default value

3600 (60 minutes)

Valid Values

The desired number of seconds.

Interact | services | eventPattern | advancedPatterns

The configuration properties in this category control whether integration with Unica Interact Advanced Patterns is enabled, and they define the timeout intervals for connections with Unica Interact Advanced Patterns.

enableAdvancedPatterns

Description

If true, enables integration with Unica Interact Advanced Patterns. If false, integration is not enabled. If integration was previously enabled, Unica Interact uses the most recent pattern states received from Unica Interact Advanced Patterns.

Default value

True

Valid Values

True | False

connectionTimeoutInMilliseconds

Description

Maximum time it can take to make an HTTP connection from the Unica Interact real time environment to Unica Interact Advanced Patterns. If the request times out, Unica Interact uses the last saved data from patterns.

Default value

30

readTimeoutInMilliseconds

Description

After an HTTP connection is established between the Unica Interact real time environment and Unica Interact Advanced Patterns, and a request is sent to the Unica Interact Advanced Patterns to get the status of an event pattern, the maximum time it can take to receive data. If the request times out, Unica Interact uses the last saved data from patterns.

100

connectionPoolSize

Description

Size of the HTTP connection pool for communication between the Unica Interact real time environment and Unica Interact Advanced Patterns.

Default value

10

Interact | services | eventPattern | advancedPatterns | autoReconnect

The configuration properties in this category specify parameters for the automatic reconnection feature in the integration with Unica Interact Advanced Patterns.

enable

Description

Determines whether the system to reconnects automatically if connection problems occur between the Unica Interact real time environment and Unica Interact Advanced Patterns. The default value of **True** enables this feature.

Default value

True

Valid Values

True | False

durationInMinutes

Description

This property specifies the time interval, in minutes, during which the system to evaluates repeated connection problems occurring between the Unica Interact real time environment and Unica Interact Advanced Patterns.

Default value

10

numberOfFailuresBeforeDisconnect

Description

This property specifies the number of connection failures allowed during the specified time period before the system automatically disconnects from Unica Interact Advanced Patterns.

Default value

3

consecutiveFailuresBeforeDisconnect

Description

Determines whether the automatic reconnection feature evaluates only consecutive failures of the connection between the Unica Interact real time environment with Unica Interact Advanced Patterns. If you set this value to **False**, all failures within the specified time interval are evaluated.

Default value

True

sleepBeforeReconnectDurationInMinutes

Description

The system waits the number of minutes specified in this property before reconnecting after the system disconnects due to repeated failures as specified in the other properties in this category.

Default value

5

sendNotificationAfterDisconnect

Description

This property determines whether the system sends an email notification when a connection failure occurs. The notification message includes the Unica Interact real time instance name for which failure occurred and the amount of time before reconnection occurs, as specified in the **sleepBeforeReconnectDurationInMinutes** property. The default value of **True** means that notifications are sent.

Default value

True

Interact | services | customLogger

The configuration properties in this category define the settings for the service that collects custom data to write to a table (an event which uses the UACICustomLoggerTableName event parameter).

enableLog

Description

If true, enables the custom log to table feature. If false, the UACICustomLoggerTableName event parameter has no effect.

Default value

True

Valid Values

True | False

Interact | services | customLogger | cache

The configuration properties in this category define the cache settings for the service that collects custom data to a table (an event which uses the UACICustomLoggerTableName event parameter).

threshold

Description

The number of records accumulated before the flushCacheToDB service writes the collected custom data to the database.

Default value

100

insertPeriodInSecs

Description

The number of seconds between forced writes to the database.

Default value

3600

Interact | services | responseHist

The configuration properties in this category define the settings for the service that writes to the response history staging tables.

enableLog

Description

If true, enables the service that writes to the response history staging tables. If false, no data is written to the response history staging tables.

The response history staging table is defined by the responseHistoryTable property for the audience level. The default is UACI_RHStaging.

Default value

True

Valid Values

True | False

cacheType

Description

Defines whether the cache is kept in memory or in a file. You can use *External Loader File* only if you configured Unica Interact to use a database loader utility.

If you select Memory Cache, use the cache category settings. If you select External Loader File, use the fileCache category settings.

Default value

Memory Cache

Valid Values

Memory Cache | External Loader File

actionOnOrphan

Description

This setting determines what to do with response events that do not have corresponding contact events posted yet. The setting applies to in-session response events. If set to NoAction, the response event is processed as if the corresponding contact event was posted. If set to Warning, the response event is processed as if the corresponding contact event was posted, but a warning message is written into interact.log. If set to skip, the response even is not processed, and an error message is written into interact.log. The setting that you choose here is effective regardless if response history logging is enabled.

Default value

NoAction

Valid Values

NoAction | Warning | Skip

suppressionActionOnResponse

Description

This setting handles the suppression of an offer responded by a response event in a session. It has the following four options.

- NoSuppression. Do not suppress this offer.
- SuppressionTillAudienceChange. This offer is suppressed until the active audience ID in this session changes.
- SuppressionForAudience. This offer is suppressed as long as the active audience ID in this session is same as the one when this offer was returned.
- SuppressionInSession. This offer is suppressed throughout this session even if the audience ID changes.

The following is an example with an API sequence.

- 1. startSession (audience 1)
- 2. getOffers -> return offer A
- 3. postEvent (contact of offer A)
- 4. postEvent (accept or reject offer A)

- 5. getOffers
- 6. setAudience (audience 2)
- 7. getOffers
- 8. setAudience (audience 1)
- 9. getOffers

SuppressionTillAudienceChange

Valid Values

NoSuppression | SuppressionTillAudienceChange| SuppressionForAudience| SuppressionInSession

The following table shows whether offer A is suppressed in Steps 5, 7, and 9.

Setting	Step 5	Step 7	Step 9
NoSuppression	Ν	Ν	Ν
SuppressionTillAudience- Change	Y	Ν	Ν
SuppressionForAudience	Υ	Ν	Υ
SuppressionInSession	Υ	Υ	Υ

Interact | services | responseHist | cache

The configuration properties in this category define the cache settings for the service that collects the response history data. **Note**: When contactHist or responseHist is configured to use memoryCache, you can optionally create a data source systemTablesDataSource and configure the settings under Affinium|interact|general|systemTablesDataSource| loaderProperties. When this is done, the contact/response history staging records will be persisted into files in directory as set by Affinium|interact|services|externalLoaderStagingDirectory if the persistence into database fails. Otherwise, an INFO entries will be logged at initialization saying failover is not enabled.

threshold

Description

The number of records accumulated before the flushCacheToDB service writes the collected response history data to the database.

Default value

100

insertPeriodInSecs

Description

The number of seconds between forced writes to the database.

3600

Interact | services | response Hist | responseTypeCodes

The configuration properties in this category define the settings for the response history service.

New category name

Description

The name of your response type code.

code

Description

The custom code for your response type.

Default value

The custom code added in the UA_UsrResponseType table.

action

Description

The action corresponding to the custom response type code.

The action defined for the event this is posted overrides the action defined here. Therefore, if a logAccept event is posted without responseTypeCode, this event is treated as an acceptance event. If a logAccept event is posted with a responseTypeCode that exists in this configuration, the configured action is used to determine if it is an acceptance event. If a logAccept event is posted with a responseTypeCode that does not exist in this configuration, this event is not treated as an acceptance event. When an event is treated as an acceptance event, the learning statistics are updated accordingly if learning is enabled. Offer expression rules are evaluated if there is one based on the acceptance of this offer.

Default value

None

Valid Values

LogAccept | LogReject | None

Interact | services | responseHist | fileCache

The configuration properties in this category define the cache settings for the service that collects the response history data if you are using a database loader utility.

threshold

Description

The number of records accumulated before Unica Interact writes them to the database.

responseHist - The table defined by the responseHistoryTable property for the audience level. The default is UACI_RHStaging.

Default value

100

insertPeriodInSecs

Description

The number of seconds between forced writes to the database.

Default value

3600

Interact | services | crossSessionResponse

The configuration properties in this category define general settings for the crossSessionResponse service and the xsession process. You only need to configure these settings if you are using Unica Interact cross-session response tracking.

enableLog

Description

If true, enables the crossSessionResponse service and Unica Interact writes data to the cross-session response tracking staging tables. If false, disables the crossSessionResponse service.

Default value

False

xsessionProcessIntervalInSecs

Description

The number of seconds between runs of the xsession process. This process moves data from the crosssession response tracking staging tables to the response history staging table and the built-in learning module.

Default value

180

Valid Values

An integer greater than zero

purgeOrphanResponseThresholdInMinutes

Description

The number of minutes the crossSessionResponse service waits before marking any responses that do not match contacts in the contact and response history tables.

If a response has no match in the contact and response history tables, after purgeOrphanResponseThresholdInMinutes minutes, Unica Interact marks the response with a value of -1 in the Mark

column of the xSessResponse staging table. You can then manually match or delete these responses.

Default value

180

xsessionResponseBatchsize

Description

The number of cross-session response records to process at once. Rather than processing all new or retry records at once, system loops through the xsessionResponseBatchSize records at a time. This is a performance change, since processing a large number of records at once can lead to slowness

Default value

10000

Valid values

Any integer greater than zero.

generateOnlyOneResponseRecord

Description

When a cross session response is processed, Interact must link it to the available contact history records. Sometimes, multiple matching contact history records are found based on the given criteria (treatment code or offer ID). In this case, Interact uses the "generateOnlyOneResponseRecord" configuration setting to decide the outcome.

Values

- True: Only one response history record is generated using the most recent contact history record.
- False: One response history record is generated for each matching contact history record.

Default Value

False

Interact | services | crossSessionResponse | cache

The configuration properties in this category define the cache settings for the service that collects cross-session response data.

threshold

Description

The number of records accumulated before the flushCacheToDB service writes the collected cross-session response data to the database.

100

insertPeriodInSecs

Description

The number of seconds between forced writes to the ${\tt xSessResponse}$ table.

Default value

3600

Interact | services | crossSessionResponse | OverridePerAudience | [AudienceLevel] | TrackingCodes | byTreatmentCode

The properties in this section define how cross-session response tracking matches treatment codes to contact and response history.

SQL

Description

This property defines whether Unica Interact uses the System Generated SQL or custom SQL defined in the overrideSQL property.

Default value

Use System Generated SQL

Valid Values

Use System Generated SQL | Override SQL

OverrideSQL

Description

If you do not use the default SQL command to match the treatment code to the contact and response history, enter the SQL or stored procedure here.

This value is ignored if ${\tt SQL}$ is set to ${\tt Use}$ ${\tt System}$ Generated ${\tt SQL}.$

Default value

useStoredProcedure

Description

If set to true, the overrideSQL must contain a reference to a stored procedure which matches the treatment code to the contact and response history.

If set to false, the overrideSQL, if used, must be an SQL query.

false

Valid Values

true | false

Туре

Description

The associated TrackingCodeType defined in the UACI_TrackingType table in the runtime environment tables. Unless you revise the UACI_TrackingType table, the Type must be 1.

Default value

1

Valid Values

An integer defined in the ${\tt uACI_TrackingType}$ table.

Interact | services | crossSessionResponse | OverridePerAudience | [AudienceLevel] | TrackingCodes | byOfferCode

The properties in this section define how cross-session response tracking matches offer codes to contact and response history.

SQL

Description

This property defines whether Unica Interact uses the System Generated SQL or custom SQL defined in the overrideSQL property.

Default value

Use System Generated SQL

Valid Values

Use System Generated SQL | Override SQL

OverrideSQL

Description

If you do not use the default SQL command to match the offer code to the contact and response history, enter the SQL or stored procedure here.

This value is ignored if ${\tt SQL}$ is set to ${\tt Use}$ ${\tt System}$ Generated ${\tt SQL}.$

Default value

useStoredProcedure

Description

If set to true, the overrideSQL must contain a reference to a stored procedure which matches the offer code to the contact and response history.

If set to false, the OverrideSQL, if used, must be an SQL query.

Default value

false

Valid Values

true | false

Туре

Description

The associated TrackingCodeType defined in the $uACI_TrackingType$ table in the runtime environment tables. Unless you revise the $uACI_TrackingType$ table, the type must be 2.

Default value

2

Valid Values

An integer defined in the UACI_TrackingType table.

Interact | services | crossSessionResponse | OverridePerAudience | [AudienceLevel] | TrackingCodes | byAlternateCode

The properties in this section define how cross-session response tracking matches a user-defined alternate code to contact and response history.

Name

Description

This property defines the name for the alternate code. This must match the Name value in the UACI_TrackingType table in the runtime environment tables.

Default value

OverrideSQL

Description

The SQL command or stored procedure to match the alternate code to the contact and response history by offer code or treatment code.

Default value

useStoredProcedure

Description

If set to true, the overrideSQL must contain a reference to a stored procedure which matches the alternate code to the contact and response history.

If set to false, the OverrideSQL, if used, must be an SQL query.

Default value

false

Valid Values

true | false

Туре

Description

The associated TrackingCodeType defined in the UACI_TrackingType table in the runtime environment tables.

Default value

3

Valid Values

An integer defined in the UACI_TrackingType table.

Interact | services | threadManagement | contactAndResponseHist

The configuration properties in this category define thread management settings for the services which collect data for the contact and response history staging tables.

corePoolSize

Description

The number of threads to keep in the pool, even if they are idle, for collecting the contact and response history data.

Default value

5

maxPoolSize

Description

The maximum number of threads to keep in the pool for collecting the contact and response history data.

Default value

5

keepAliveTimeSecs

Description

When the number of threads is greater than the core, this is the maximum time that excess idle threads will wait for new tasks before terminating for collecting the contact and response history data.

Default value

5

queueCapacity

Description

The size of the queue used by the thread pool for collecting the contact and response history data.

Default value

1000

termWaitSecs

Description

At the shutdown of the runtime server, this is the number of seconds to wait for service threads to complete collecting the contact and response history data.

Default value

5

Interact | services | threadManagement | allOtherServices

The configuration properties in this category define the thread management settings for the services which collect the offer eligibility statistics, event activity statistics, default string usage statistics, and the custom log to table data.

corePoolSize

Description

The number of threads to keep in the pool, even if they are idle, for the services which collect the offer eligibility statistics, event activity statistics, default string usage statistics, and the custom log to table data.

Default value

5

maxPoolSize

Description

The maximum number of threads to keep in the pool for the services which collect the offer eligibility statistics, event activity statistics, default string usage statistics, and the custom log to table data.

Default value

5

keepAliveTimeSecs

Description

When the number of threads is greater than the core, this is the maximum time that excess idle threads wait for new tasks before terminating for the services which collect the offer eligibility statistics, event activity statistics, default string usage statistics, and the custom log to table data.

Default value

5

queueCapacity

Description

The size of the queue used by the thread pool for the services which collect the offer eligibility statistics, event activity statistics, default string usage statistics, and the custom log to table data.

Default value

1000

termWaitSecs

Description

At the shutdown of the runtime server, this is the number of seconds to wait for service threads to complete for the services which collect the offer eligibility statistics, event activity statistics, default string usage statistics, and the custom log to table data.

Default value

5

Interact | services | threadManagement | flushCacheToDB

The configuration properties in this category define the thread management settings for the threads that write collected data in cache to the runtime environment database tables.

corePoolSize

Description

The number of threads to keep in the pool for scheduled threads that write cached data to the data store.

Default value

5

maxPoolSize

Description

The maximum number of threads to keep in the pool for scheduled threads that that write cached data to the data store.

5

keepAliveTimeSecs

Description

When the number of threads is greater than the core, this is the maximum time that excess idle threads wait for new tasks before terminating for scheduled threads that that write cached data to the data store.

Default value

5

queueCapacity

Description

The size of the queue used by the thread pool for scheduled threads that that write cached data to the data store.

Default value

1000

termWaitSecs

Description

At the shutdown of the runtime server, this is the number of seconds to wait for service threads to complete for scheduled threads that that write cached data to the data store.

Default value

5

Interact | services | threadManagement | eventHandling

The configuration properties in this category define the thread management settings for the services which collect data for event handling.

corePoolSize

Description

The number of threads to keep in the pool, even if they are idle, for collecting event handling data.

Default value

1

maxPoolSize

Description

The maximum number of threads to keep in the pool for the services which collect the event handling data.

Default value

5

keepAliveTimeSecs

Description

When the number of threads is greater than the core, this is the maximum time that excess idle threads wait for new tasks before terminating for collecting the event handling data.

Default value

5

queueCapacity

Description

The size of the queue used by the thread pool for collecting event handling data.

Default value

1000

termWaitSecs

Description

At the shutdown of the runtime server, this is the number of seconds to wait for service threads to complete for the services which collect the event handling data.

Default value

5

Interact | services | configurationMonitor

The configuration properties in this category allow you to enable or disable integration with Unica Interact Advanced Patterns without having to restart Unica Interact real time, and they define the interval for polling the property value that enables the integration.

enable

Description

If true, enables the service that refreshes the value of the Interact | services | eventPattern | advancedPatterns enableAdvancedPatterns property. If false, you must restart Unica Interact real time when you change the value of the Interact | services | eventPattern | advancedPatterns enableAdvancedPatterns property.

Default value

False

Valid Values

True | False

refreshIntervalInMinutes

Description

Defines the time interval for polling the value of the Interact | services | eventPattern | advancedPatterns enableAdvancedPatterns property.

Default value

5

Interact | services | CampaignSegments

isEnabled

Description

If set to True, this feature is enabled.

The methods (startSession and setAudience) which trigger segmentation make Campaign API call to get the Campaign Segments for the audience ID.

Default value

False

Valid values

True | False

ServiceURL

Description

The Campaign service URL, such as any of the following.

Default value

http://localhost:7001/Campaign

corePoolSize

Description

The number of threads to keep in the pool, even if they are idle, for getting the Campaign segments.

Default value

5

maxPoolSize

Description

The maximum number of threads to keep in the pool for scheduled threads for getting the Campaign segments.

Default value

5

keepAliveTimeSecs

Description

When the number of threads is greater than the core, this is the maximum time that excess idle threads wait for new tasks before terminating to get the Campaign Segments.

Default value

5

queueCapacity

Description

The size of the queue used by the thread pool for getting the Campaign segments.

Default value

1000

readTimeoutInMilliseconds

Description

By default, the Campaign Service call is asynchronous. If UACIWaitForSegmentation parameter with true value is passed through API call, then this API call is synchronously called and it waits for the duration specified by this parameter.

Default value

50

Interact | cacheManagement

This set of configuration properties defines settings for selecting and configuring each of the supported cache managers that you can use to improve the performance of Unica Interact, such as EHCache or Ignite, which is built-in to your Unica Interact installation. Introducing Redis as another caching solution to support dynamically changing environments such as cloud providers. Use the **Unica Interact | cacheManagement | Cache Managers** configuration properties to configure the cache manager you want to use. Use the **Unica Interact | cacheManagement | caches** configuration properties to specify which cache manager Unica Interact should use to improve performance.

Interact | cacheManagement | Cache Managers

The Cache Managers category specifies the parameters for the cache management solutions you plan to use with Unica Interact.

Interact | cacheManagement | Cache Managers | EHCache

The EHCache category specifies the parameters for the EHCache cache management solution, so that you can customize it to improve the performance of Unica Interact.

Interact | Cache Managers | EHCache | Parameter Data

The configuration properties in this category control how the EHCache cache management system works to improve the performance of Unica Interact.

cacheType

Description

You can configure the Unica Interact runtime servers in a server group to use a multicast address for sharing cache data. This is referred to as a *distributed cache*. The cacheType parameter specifies whether you are using the built-in EHCache caching mechanism in **local** (stand-alone) mode or **distributed** (as with a runtime server group).



From 12.1.6 onwards, support of Distributed EHCache is reintroduced with Redis as an L2 cache.

Default value

Local

Valid Values

Local | Distributed

multicastIPAddress

Description

If you specify that the **cacheType** parameter is "distributed," you are configuring the cache to operate via multicast between all members of an Unica Interact runtime server group. The multicastIPAddress value is the IP address that all the Unica Interact servers for the server group use for listening.

The IP address must be unique across your server groups.

Default value

230.0.0.1

multicastPort

Description

If you specify that the **cacheType** parameter is "distributed," the **multicastPort** parameter indicates the port that all of the Unica Interact servers for the server group use for listening.

Default value

6363

overflowToDisk

Description

The EHCache cache manager manages the session information using available memory. For environments where the session size is large due to a large profile, the number of sessions to be supported in memory may not be large enough to support the customer scenario. For situations where this is the case, EHCache has an optional feature to allow cache information greater than the amount that can be kept in memory to be written temporarily to the hard drive instead.

If you set the **overflowToDisk** property to "yes," each Java[™] virtual machine (JVM) can handle more concurrent sessions than the memory alone would have allowed.

Default value

No

Valid Values

No | Yes

diskStore

Description

When the configuration property **overflowToDisk** is set to Yes, this configuration property specifies the disk directory that will hold the cache entries that are overflowed from memory. If this configuration property does not exist or its value is not valid, the disk directory is automatically created in the operating system's default temporary directory.

Default value

None

Valid Values

A directory to which the web application hosting Unica Interact run time has write privileges.

(Parameter)

Description

A template that you can use to create a custom parameter to be used with the cache manager. You can set up any parameter name, and the value it must have.

To create a custom parameter, click *(Parameter)* and complete the name and the value you want to assign to that parameter. When you click **Save Changes**, the parameter you have created is added to the list in the Parameter Data category.

Default value

None

Interact | cacheManagement | Cache Managers | Redis

The Redis category specifies the parameters for the Redis cache management solution so that you can customize it to improve the performance of Unica Interact.

To enable Redis as the L2 cache for EHCache, change the configuration property Affinium|Interact|Cache Management| Cache Managers|EHCache:cacheType to *Distributed*, and ensure Redis is properly configured.

Internal working of Redis Cache

Note: Unica Interact v12.1.6 does not support Redis authentication method.

Data Retrieval Workflow

- The client requests the data to EHCache.
- If data exists in the EHCache then it returns data.
- Otherwise, EHCache requests the data from Redis.
- If data exists in the Redis, it returns data.
- For Event Pattern State cache, if data does not exist in Redis, it loads data from the database using Redis's distributed locking mechanism.

Data Update Workflow

- The client requests to update data in EHCache.
- EHCache sends updated data to Redis.
- After updating data in Redis, it notifies all the EHCache instances (Interact RT instances) to invalidate local data for the key.

Data Persistence Workflow

- It is specific to the EventPatternState cache.
- When the scheduled time arrives, the EHCache writer requests to fetch all the data from Redis.
- The writer persists modified data into the database using Redis distributed locking mechanism.

Interact | Cache Managers | Redis | Parameter Data

The configuration properties in this category control how the Redis cache management system works to improve the performance of Unica Interact.

serverMode

Description

The serverModeparameter specifies which Redis server mode you are using.

Default value

Disabled

Valid Values

Disabled | SingleServer | MasterSlave | Cluster | Sentinel | Replicated

serverUrl

Description

The serverUrl parameter specifies the comma-separated list of Redis server endpoints. In the case of MasterSlave mode, the first Url is the master nodes' URL, while the rest are the slaves.

Use rediss://host:port protocol for SSL connection.

Default value

127.0.0.1:6379

scanIntervalInSec

Description

This parameter is required when Redis serverMode is Replicated. The scanIntervalInSec parameter specifies the scan interval in seconds, and it is applied to the Redis clusters topology scan.

masterName

Description

This parameter is required when Redis serverMode is Sentinel. The masterName parameter specifies the master server name used by Redis Sentinel servers and the master change monitoring task.

lockWatchdogTimeoutInSec

Description

The lockWatchdogTimeoutInSec parameter specifies lock object watchdog timeout in seconds.

Default value

10

nettyThreads

Description

The **nettyThreads** parameter specifies the number of threads used in Redis response decoding and command sending.

Default value

32

username

Description

Used for authentication to call Redis service. The platform username, where data-source has been defined to store the Redis credential.

Default value

None

dataSourceName

Description

Used for authentication to call Redis service. The data-source name that stores the Redis credentials.

Default value

None

(Parameter)

Description

A template that you can use to create a custom parameter to be used with the cache manager. You can set up any parameter name, and the value it must have.

To create a custom parameter, click (Parameter) and complete the name and the value you want to assign to that parameter. When you click Save Changes, the parameter you have created is added to the list in the Parameter Data category.

Default value

None

Interact | caches

Use this set of configuration properties to specify which supported cache manager you want to use to improve the performance of Unica Interact, such as Ehcache or Ignite caching, and to configure specific cache properties for the runtime server you are configuring.

This includes the caches for storing session data, event pattern states, and segmentation results. By adjusting those settings, you can specify which cache solution to use for each type of caching, and you can specify individual settings to control how the cache works.

Interact | cacheManagement | caches | InteractCache

The InteractCache category configures the caching for all session objects, including the profile data, segmentation results, most recently delivered treatments, parameters passed through API methods, and other objects used by the Unica Interact run time.

The InteractCache category is required for Interact to work properly.

The InteractCache category can also be configured through an external EHCache configuration for settings that are not supported in **Interact | cacheManagement | Caches**. If you use EHCache, you must ensure that InteractCache is configured properly.

CacheManagerName

Description

The name of the cache manager that handles the Unica Interact cache. The value you enter here must be one of the cache managers defined in the **Interact | cacheManagement | Cache Managers** configuration properties, such as EHCache **Or** Ignite.

Default value

EHCache

Valid Values

Any cache manager defined in the Interact | cacheManagement | Cache Managers configuration property.

maxEntriesInCache

Description

The maximum number of session data objects to store in this cache. When the maximum number of session data objects has been reached, and data for an additional session need to be stored, the least-recently used object is deleted.

Default value

100000

Valid Values

Integer greater than 0.

timeoutInSecs

Description

The time in seconds that have elapsed since a session data object has been used or updated that are used to determine when the object is removed from the cache.



Note: If you upgraded from a version prior to 9.1, then you will need to reconfigure timeoutInSecs property because the property moved.

Default value

300

Valid Values

Integer greater than 0.

Interact | Caches | Interact Cache | Ignite

A cache manager "Ignite" is added under Cache Manager node. The cache Unica Interact Cache and PatternStateCache can use either EHCache or Ignite independently of each other. The following parameters are available for configuration:

cacheType

Description

When "Local" is selected, each node runs independently of each other. When "Distributed" is selected, all the nodes form a grid and the data are distributed across the grid, which is the default.

Default value

When "Distributed" is selected, all the nodes form a grid and the data are distributed across the grid, which is the default.

discoveryIPAddresses

Description

The comma separated list of nodes' addresses in the format of <IP>:<port> for the nodes to communicate with each other. If one of these addresses is a multicast address, multicast discovery is used. Otherwise, the static IP discovery is used, and in this case, at least one of them has to be active at any moment. This is required when "Distributed" is selected as the cache type. The default value 230.0.0.1:6363 is a multicast.

Default value

230.0.0.1:6363

localPort

The port each node will use for communicating with other nodes. If not specified, an open port in the range between 47500 and 47509 will be used. It is suggested to configure this setting if static IP discovery is used. This value can be overridden by using JVM property -Dinteract.ignitePort=<valid port>.

numberOfBackups

This is the backup copies of data are saved in the grid. Higher value will have better failover support and better read performance with the cost of lower write performance. When cache type is Distributed set numberofBackups value to 1.

overflowToDisk

Whether persist data into a temporary file on disk.

Example

Note: Requests for the same session on different instances may fail if an instance stops and no backup is configured. This implies, API call fails on two different RTs when cache type is Ignite, in a case.

Interact | Caches | Interact Cache | Parameter Data

The configuration properties in this category control the Interact Cache that is automatically used by your Unica Interact installation. These settings must be configured individually for each Unica Interact run time server.

asyncIntervalMillis

Description

The time in millisecond that the cache manager EHCache should wait before it replicates any changes to other Unica Interact run time instances. If the value is not positive, those changes will be replicated synchronously.

This configuration property is not created by default. If you create this property, it is used only when EHCache is the cache manager, and when the ehCache **cacheType** property is set to <code>distributed</code>.

Default value

None.

(Parameter)

Description

A template that you can use to create a custom parameter to be used with the Intearct Cache. You can set up any parameter name, and the value it must have.

To create a custom parameter, click *(Parameter)* and complete the name and the value you want to assign to that parameter. When you click **Save Changes**, the parameter you have created is added to the list in the Parameter Data category.

Default value

None

Interact | cacheManagement | caches | PatternStateCache

The PatternStateCache category is used to host the states of event patterns and real time offer suppression rules. By default, this cache is configured as a read-through and write-through cache, so that Unica Interact attempts to use the cache first event pattern and offer suppression data. If the requested entry does not exist in the cache, the cache implementation loads it from the data source, through either the JNDI configuration or directly using a JDBC connection.

To use a JNDI connection, Unica Interact connects to an existing data source provider that has been defined through the specified server using the JNDI name, URL, and so on. For a JDBC connection, you must provide a set of JDBC settings that include the JDBC driver class name, database URL, and authentication information.

Note that if you define multiple JNDI and JDBC sources, the first enabled JNDI source is used, and if there is no enabled JNDI sources, the first enabled JDBC source is used.

The PatternStateCache category is required for Interact to work properly.

The PatternStateCache category can also be configured through an external EHCache configuration for settings that are not supported in **Interact** | **cacheManagement** | **Caches**. If you use EHCache, you must ensure that PatternStateCache is configured properly.

CacheManagerName

Description

The name of the cache manager that handles the Unica Interact pattern state cache. The value you enter here must be one of the cache managers defined in the Interact | cacheManagement | Cache Managers configuration properties, such as EHCache or Ignite.

Default value

EHCache

Valid Values

Any cache manager defined in the Interact | cacheManagement | Cache Managers configuration property.

maxEntriesInCache

Description

The maximum number of event pattern states to store in this cache. When the maximum number of event pattern states has been reached, and data for an additional event pattern state need to be stored, the least-recently used object is deleted.

Default value

100000

Valid Values

Integer greater than 0.

timeoutInSecs

Description

Specifies the amount of time, in seconds, for an event pattern state object to time out in the event pattern state cache. When such a state object has been idling in the cache for timeoutInSecs number of seconds, it may be ejected from the cache based on the least-recently-used rule. Note that the value of this property should be larger than that defined in the sessionTimeoutInSecs property.



Note: If you upgraded from a version prior to 9.1, then you will need to reconfigure timeoutInSecs property because the property moved.

Default value

300

Valid Values

Integer greater than 0.

Interact | Caches | PatternStateCache | Parameter Data

The configuration properties in this category control the Pattern State Cache used to host the states of event patterns and real time offer suppression rules.

(Parameter)

Description

A template that you can use to create a custom parameter to be used with the Pattern State Cache. You can set up any parameter name, and the value it must have.

To create a custom parameter, click *(Parameter)* and complete the name and the value you want to assign to that parameter. When you click **Save Changes**, the parameter you have created is added to the list in the Parameter Data category.

Default value

None

Interact | cacheManagement | caches | PatternStateCache | loaderWriter

The **loaderWriter** category contains the configuration of the loader that interacts with external repositories for the retrieval and persistence of event patterns.

className

Description

The fully-qualified class name for this loader. This class must comply with the chosen cache manager's requirement.

Default value

com.unicacorp.interact.cache.ehcache.loaderwriter. PatternStateEHCacheLoaderWriter

Valid Values

A fully-qualified class name.

classPath

Description

The path to the loader's class file. If you leave this value blank or the entry is invalid, the class path used for running Unica Interact is used.

Default value

None

Valid Values

A valid class path.

writeMode

Description

Specifies the mode for the writer to persist the new or updated event pattern states in the cache. Valid options are:

- WRITE_THROUGH. Every time there is a new entry or an existing entry is updated, that entry is written into the repositories immediately.
- WRITE_BEHIND. The cache manager waits for some time to collect a number of changes, and then
 persists them into the repositories in a batch.

Default value

WRITE_THROUGH

Valid Values

WRITE_THROUGH or WRITE_BEHIND.

batchSize

Description

The maximum number of event pattern state objects the writer will persist in a batch. This property is used only when **writeMode** is set to <code>write_BeHIND</code>.

Default value

100

Valid Values

Integer value.

maxDelayInSecs

Description

The maximum time in seconds that the cache manager waits before an event pattern state object is persisted. This property is used only when **writeMode** is set to <code>write_Behind</code>.

Default value

5

Valid Values

Integer value.

Interact | Caches | PatternStateCache | loaderWriter | Parameter Data

The configuration properties in this category control the Pattern State Cache loader.

(Parameter)

Description

A template that you can use to create a custom parameter to be used with the Pattern State Cache loader. You can set up any parameter name, and the value it must have.

To create a custom parameter, click *(Parameter)* and complete the name and the value you want to assign to that parameter. When you click **Save Changes**, the parameter you have created is added to the list in the Parameter Data category.

Default value

None

Interact | cacheManagement | caches | PatternStateCache | loaderWriter | jndiSettings

The **jndiSettings** category contains the configuration for the JNDI data source the loader will use to communicate with the backing database. To create a new set of JNDI settings, expand the **jdniSettings** category and click the *(jndiSetting)* property.

(jndiSettings)

Note: When the WebSphere Application Server is used, the loaderWriter is not get connected with the **jndiSettings**.

Description

When you click this category, a form appears. To define a JNDI data source, complete the following values:

- New category name is the name you want to use to identify this JNDI connection.
- **enabled** lets you indicate whether you want this JNDI connection to be available for use or not. Set this to True for new connections.
- jdniName is the JNDI name that has already been defined in the data source when it was set up.
- **providerUrl** is the URL to find this JNDI data source. If you leave this field blank, the URL of the web application that hosts the Unica Interact run time is used.
- **Initial context factory** is the fully qualified class name of the initial context factory class for connecting to the JNDI provider. If the web application hosting the Unica Interact run time is used for the **providerUrl**, leave this field blank.

Default value

None.

Interact | cacheManagement | caches | PatternStateCache | loaderWriter | jdbcSettings

The **jdbcSettings** category contains the configuration for the JDBC connections the loader will use to communicate with the backing database. To create a new set of JDBC settings, expand the **jdbcSettings** category and click the *(jdbcSetting)* property.

(jdbcSettings)

Description

When you click this category, a form appears. To define a JDBC data source, complete the following values:

- New category name is the name you want to use to identify this JDBC connection.
- **enabled** lets you indicate whether you want this JDBC connection to be available for use or not. Set this to True for new connections.
- **driverClassName** is the fully-qualified class name of the JDBC driver. This class must exist in the class path configured for starting the hosting cache server.
- · databaseUrl is the URL to find this JDBC data source.
- **asmUser** is the name of the Unica user that has been configured with the credentials for connecting to the database in this JDBC connection.
- asmDataSource the name of Unica data source that has been configured with the credentials for connecting to the database in this JDBC connection.
- **maxConnection** is the maximum number of concurrent connections that are allowed to be made the database in this JDBC connection.

Default value

None.

Interact | triggeredMessage

The configuration properties in this category define settings for all triggered messages and offer channel delivery.

backendProcessIntervalMin

Description

This property defines the time period in minutes that the backend thread loads and processes delayed offer deliveries. This value must be an integer. If the value is zero or negative, the backend process is disabled.

Valid Values

A positive integer

autoLogContactAfterDelivery

Description

If this property is set to true, a contact event is automatically posted as soon as this offer is dispatched or this offer is queued for delayed delivery If this property is set to false, no contact event is automatically posted for the outbound offers. This is the default behavior.

Valid Values

True | False

waitForFlowchart

Description

This property determines if the flowchart should wait for the currently running segmentation to finish, and the behavior if that wait times out.

DoNotWait: The processing of a triggered message starts regardless if segmentation is currently running or not. However, if segments are used in the eligibility rule and/or NextBestOffer is selected as the offer selection method, the TM execution still waits.

OptionalWait : The processing of a triggered message waits until the currently running segmentation finishes or times out. If the wait times out, a warning is logged, and the processing of this triggered message continues. This is the default.

MandatoryWait: The processing of a triggered message waits until the currently running segmentation finishes or times out. If the wait times out, an error is logged, and the processing of this triggered message aborts.

Valid Values

DoNotWait | OptionalWait | MandatoryWait

loggingMode

Description

This property determines if the logging is enabled or not. If enabled, the relevant information is logged to the equivalent of UACI_TriggeredMessageLog table in the runtime database.

- None: No information will be logged in the table.
- All: Information for successful and failed responses will be logged in the table.
- Error: Information only for failed responses will be logged in the table.

Valid Values

None | All | Error

Interact | triggeredMessage | offerSelection

The configuration properties in this category define settings for offer selection in triggered messages.

maxCandidateOffers

Description

This property defines the maximum number of eligible offers that the engine returns to get the best offer for delivery. There is a chance that none of those returned eligible offers can be sent based on the selected channel. The more candidate offers there are, the less this case happens. However, more candidate offers can increase processing time.

Valid Values

A positive integer

defaultCellCode

Description

If the delivered offer is the result of evaluating a strategic rule or a table driven record, there is a target cell associated to it, and the information of this cell is used in all the related logging. However, if a list of specific offers are used as the input to the offer selection, no target cell is available. In this case, the value of this configuration setting is used. You must make sure this target cell and its campaign are included in the deployment. The easiest method to achieve this is to add the cell into a deployed strategy.

Interact | triggeredMessage | dispatchers

The configuration properties in this category define settings for all dispatchers in triggered messages.

dispatchingThreads

Description

This property defines the number of threads the engine uses to asynchronously call the dispatchers. If the value is 0 or a negative number, the invocation of dispatchers is synchronous. The default value is 0.

Valid Values

An integer

Interact | triggeredMessage | dispatchers | <dispatcherName>

The configuration properties in this category define settings for a specific dispatcher in triggered messages.

category name

Description

This property defines the name of this dispatcher. The name must be unique among all dispatchers.

type

Description

This property defines the disptacher type.

Valid Values

InMemoryQueue | JMSQueue | Custom | Kafka



Note: For WebSphere and WebLogic, it is recommended to use the latest supplied JVM fix pack version. If you have used Kafka in the previous version, then you can set the type as Kafka in the upgraded version.

JMSQueue only supports WebLogic. You cannot use JMSQueue if you use WebSphere Application Server.

className

Description

This property defines the fully qualified class name of this dispatcher implementation. If the type is InMemoryQueue the value should be empty. If the type is custom, this setting must have the following value "com.unicacorp.interact.eventhandler.triggeredmessage.dispatchers. KafkaDispatcher". If the type is Kafka, then the value must be empty.

classPath

Description

This property defines the URL to the JAR file that includes the implementation of this dispatcher. If the type is Kafka, then the value must be empty.

Interact | triggeredMessage | dispatchers | <dispatcherName> | Parameter Data

The configuration properties in this category define parameters for a specific dispatcher in triggered messages.

You can choose between three types of dispatchers. InMemoryQueue is the internal dispatcher for Unica Interact. Custom is used for Kafka. JMSQueue is used to connect to a JMS provider via JNDI. Kafka is distributed as a streaming platform, which is used to publish and subscribe the streams of records.

category name

Description

This property defines the name of this parameter. The name must be unique among all parameters for that dispatcher.

value

Description

This property defines the parameters, in the format of name value pairs, needed by this dispatcher.



Note: All parameters for trigger messages are case sensitive and should be entered as shown here.

If the type is InMemoryQueue, the following parameter is supported.

• queueCapacity: Optional. The maximum offers that can be waiting in the queue to be dispatched. When specified, this property must be a positive integer. If not specified or invalid, the default value (1000) is used.

If the type is Custom, the following parameters are supported.

- providerUrl: <hostname>:port (case sensitive)
- queueManager: The name of the queue manager that was created on the Kafka server.
- messageQueueName: The name of the message queue that was created on the Kafka server.

- enableConsumer: This property must be set to true.
- asmUserforMQAuth: The user name for logging into the server. It is required when the server enforces authentication. Otherwise, it should not be specified.
- authDS: The password associated with the user name for logging into the server. It is required when the server enforces authentication. Otherwise, it should not be specified.

If the type is JMSQueue, the following parameter is supported.

- providerUrl: The URL to the JNDI provider (case sensitive).
- connectionFactoryJNDI: The JNDI name of the JMS connection factory.
- messageQueueJNDI: The JNDI name of the JMS queue where the triggered messages are sent to and retrieved from.
- enableConsumer: Theis proprerty specifies whether a consumer of those triggered messages must be started in Unica Interact. This property must be set to true. If not specified, the default value (false) is used.
- initialContextFactory: The fully qualified name of the JNDI initial context factory class. If you use WebLogic, the value of this parameter must be weblogic.jndi.WLInitialContextFactory.

If the type is Kafka, the following parameters are supported.

- providerUrl: A list of host/port pairs to be used for establishing the initial connection to the Kafka cluster. This list must be in the form of host1:port1,host2:port2,....
- topic: A topic is a category or feed name to which messages are stored and published. All Kafka messages are organized into topics. If you require to send a message, you can send it to a specific topic and if you require to read a message you can read it from a specific topic. Producer applications write data to topics and consumer applications read from topics. Topic name must contain a ASCII alphanumeric, '.', '_' and '-' characters. Due to the limitations in topic names, you can either use topics with a period ('.') or underscore ('_'). The maximum length of a topic name can be 255 characters. For example, if you create or provide a topic name 'InteractTM_1' and you create a topic like 'InteractTM.1', then the following error is generated. "Topic InteractTM.1 collides with existing topics: InteractTM_1."
- group.id: Specifies the name of the consumer group to which a Kafka consumer belongs.
- zookeeper.connect: Specifies the zookeeper connection string in the form of hostname:port, where hostname and port are the host and port of a ZooKeeper server.
- authentication: Users can use Kafka by enabling different authentication mechanisms.
- throttleProducer: Specifies the flag to start the throttle producer utility (default value is false). The utility analyzes consumer lag periodically and adds calculated wait time before producing the next record. Valid values are true | false).
- analyzeLagIntervalInSec: Specifies interval in seconds to periodically run analyze consumer lag (default value is 10 seconds). Valid values are positive integers.
- maxThrottleWaitInSec: Specifies maximum throttle wait time in seconds (default value is 2 seconds). Valid values are positive integers.

Mandatory parameters for publishing and subscribing messages

By default, the Kafka server does not support any authentication mechanism. Users can start the Kafka server considering that authentication mechanism is disabled. In this case, users can set the "authentication" parameter with value "None".

Table 28. Mandatory parameters for publishing messages

Parameters	Allowed/Sample Parameter Values
providerUrl	<host>:<port> (example: localhost:9092)</port></host>
topic	Any string (example: InteractTM)
authentication	none Plain SSL SASL_SSL
zookeeper.connect	<host>:<port> (example: localhost:2181)</port></host>

Table 29. Mandatory paramaters for subscribing messages

Parameters	Allowed/Sample Parameter Value
providerUrl	<host>:<port> (example: localhost:9092)</port></host>
group.id	Any string (example: InteractTMGateway)
topic	Any string (example: InteractTM)
authentication	none Plain SSL SASL_SSL
zookeeper.connect	<host>:<port> (example: localhost:2181)</port></host>

Authentication mechanism

You can use Kafka by enabling different authentication mechanisms.

Authentication by SASL_PLAIN mechanism

If you require to use the SASL_PLAIN authentication mechanism, you must set the parameter "authentication" with value "Plain" along with its supported parameters.

The following parameters are required if SASL_PLAIN mechanism is supported.

- asmUserforMQAuth: The user name for logging into the server. It is required when the server enforces authentication.
- authDS: The password associated with the user name for logging into the server.
- username/password: The username or password of Kafka server configured in the JASS configuration file.

The following table provides the parameters required for SASL_PLAIN mechanism.

Parameters	Allowed/Sample parameter values
authentication	Plain
asmUserforMQAuth	Any string (example: test_user)
authDS	Any string (example: authDS)
username	Any string (example: test_user)
password	Any string (example: test-secret)

If the "authentication" parameter is "Plain", you must either use asmUserforMQAuth/authDS or username/ password parameters for authentication .

Create the data sources (authDS) in the User section in platform configuration. See the following example for data sources details.

Datasource	Username	Password
authDS	test_user	test-secret

Authentication by SSL mechanism

To use the SSL authentication mechanism, you must set the parameter "authentication" with value "SSL" along with its supported parameters.

The following parameters are required to support SSL mechanism.

- ssl.keystore.location: The location of the key store file. You can use it for a two-way authentication for client.
- ssl.truststore.location: The location of the trust store file.
- SSLKeystoreDS: The keystore datasource name, which stores the password of ssl keystore.
- SSLKeyDS: The key datasource name, which stores the password of ssl key.
- SSLTruststoreDS: The truststore datasource name, which stores the password of ssl truststore.

The following table includes the supported parameters for SSL mechanism.

Parameters	Allowed/Sample Parameter Values
authentication	SSL
ssl.keystore.location	SSL Keystore location (example: C:/SSL/kaf- ka.client.keystore.jks)
ssl.truststore.location	SSL Keystore location (example: C:/SSL/kaf- ka.client. truststore.jks)
asmUserforMQAuth	Any string (example: test_user)
SSLKeystoreDS	Any string (example: SSLKeystoreDS)

Parameters	Allowed/Sample Parameter Values
SSLKeyDS	Any string (example: SSLKeyDS)
SSLTruststoreDS	Any string (example: SSLTruststoreDS)

Create the data sources (SSLKeystoreDS, SSLKeyDS, and SSLTruststoreDS) in the User section in platform configuration. See the following example for data sources details.

Datasource	Username	Password
SSLKeystoreDS	keystore	keystore-secret
SSLKeyDS	key	key-secret
SSLTruststoreDS	truststore	truststore -secret

Note: Client keystore or truststore is required at Producer or Consumer side in Unica Interact application (where the Interact application is installed). C:/SSL/kafka.client.keystore.jks and C:/SSL/kafka.client.truststore.jks are the local locations, where the Interact application is installed.

Authentication by Kerbrose

Kerbrose is used as an authentication method in Kafka receiver and Kafka outbound gateway.

In order to use Kerbrose, the following parameters with their values must be set to the activity orchestrator receiver or trigger message outbound gateway, in addition to the parameters set for "Authentication by SSL mechanism".

- authentication = SASL_SSL
- sasl.mechanism = GSSAPI

In addition, the following JVM parameters must be added to the application server hosting Interact runtime.

- -Djava.security.auth.login.config=/path/to/jaas.conf
- -Djava.security.krb5.conf=/path/to/krb5.conf

Authentication by SASL_SSL mechanism

If you require to use the SASL_SSL authentication mechanism, then you must set the parameter "authentication" with value "SASL_SSL" along with its supported parameters. SASL_SSL mechanism is the combination of SASL_PLAIN and SSL mechanisms. The following table includes the supported parameters for SASL_SSL mechanism.

Parameters	Allowed/Sample Parameter Values
authentication	SASL_SSL

Parameters	Allowed/Sample Parameter Values	
asmUserforMQAuth	Any string (example: test_user)	
authDS	Any string (example: authDS)	
username	Any string (example: test_user)	
password	Any string (example: test-secret)	
ssl.keystore.location	SSL Keystore location (example:C:/SSL/kaf- ka.client.keystore.jks)	
ssl.truststore.location	SSL Keystore location (example: C:/SSL/kaf- ka.client. truststore.jks)	
SSLKeystoreDS	Any string (example: SSLKeystoreDS)	
SSLKeyDS	Any string (example: SSLKeyDS)	
SSLTruststoreDS	Any string (example: SSLTruststoreDS)	

If the "authentication" parameter is "SASL_SSL", you must either use asmUserforMQAuth/authDS or username/ password.

Create the data sources (authDS, SSLKeystoreDS, SSLKeyDS and SSLTruststoreDS) in the User section in platform configuration. For data sources details, see the following example.

Datasource	Username	Password
authDS	admin	admin-secret
SSLKeystoreDS	keystore	test1234
SSLKeyDS	key	test1234
SSLTruststoreDS	truststore	test1234

Note: If you provide any data sources like authDS, SSLKeystoreDS, SSLKeyDS, or SSLTruststoreDS in the platform configuration parameter, then you must also provide asmUserforMQAuth parameter.

Client keystore/truststore is required at Producer/Consumer side in the Interact application (where Unica Interact application is installed). C:/SSL/kafka.client.keystore.jks and C:/SSL/kafka.client.truststore.jks are the local locations, where Interact application is installed.

Optional parameter for publishing messages

The following optional parameters can be used for publishing messages.

- acks: The acks config controls the criteria under which requests are considered complete. The "all" setting results in blocking the full commit of the record.
- retries: If the request fails, the producer can retry. Since, the specified retries are set as 0, retry is not possible. Enabling retries can lead to duplicates.
- batch.size: The default batch size is in bytes, when multiple records are batched and sent to a partition.
- linger.ms: The producer waits till the given delay time to allow other records to be sent so that the sent records can be batched together.
- buffer.memory: The total bytes of memory that the producer can use to buffer records, which are waiting to be sent to the server.

The following table includes the optional parameters required for publishing messages.

Parameters	Default value	Allowed/Sample Parameter values
acks	1	0, 1, all
retries	3	Non-negative integer
batch.size	16384	Positive integer
linger.ms	0	Non-negative integer
buffer.memory	33554432	Positive integer

Optional parameters for subscribing messages

enable.auto.commit means that offsets are committed automatically with a frequency controlled by the config "auto.commit.interval.ms". The value of auto.commit.interval.ms must not exceed 1000 as the poll interval is set to 1000. The value of auto.commit.interval.ms must not exceed the value of poll interval.

The following table includes the optional parameters for subscribing messages.

Parameters	Default value	Allowed/Sample parameter values
enable.auto.commit	true	True, False
auto.commit.interval.ms	200	Positive integer

Optional thread management parameters

The following optional parameters can be used for thread management.

- corePoolSize: The number of threads to keep in the pool for monitoring Kafka service.
- maxPoolSize: The maximum number of threads to keep in the pool for monitoring Kafka service.
- keepAliveTimeSecs: The maximum time that the excess idle threads waits for new tasks before terminating to monitor Kafka service, when the number of threads is greater than the core.
- queueCapacity: The size of the queue used by the thread pool to monitor Kafka service.

The following table includes the optional parameters for thread management.

Parameters	Default value	Allowed/Sample Parameter Values
corePoolSize	1	Positive integer
maxPoolSize	5	Positive integer
keepAliveTimeSecs	5	Positive integer
queueCapacity	100	Positive integer

Optional zookeeper parameters

The following optional parameters can be used for zookeeper activities.

zookeeper.connection.timeout.ms: The maximum time that the client waits to establish a connection with zookeeper. If not set, the value in zookeeper.session.timeout.ms is used.

The following table includes the optional parameters for Zookeeper activities.

Parameters	Default Value	Allowed/Sam- ple Parame- ter Value
zookeeper.connection.timeout.ms	6000	Positive integer

Optional parameters for creating topic

The following optional parameters can be used for creating topic.

- num.partitions: The number of partitions for the offset commit topic.
- replication.factor: The replication factor to change log topics and repartition topics created by the stream processing application.

The following table includes the optional parameters for creating topic.

Parameters	Default value	Allowed/Sample Parameter Values
num.partitions	1	Positive integer
replication.factor	1	Positive integer

Interact | triggeredMessage | gateways | <gatewayName>

The configuration properties in this category define settings for a specific gateway in triggered messages.

Unica Interact does not support multiple instances of the same gateway. All of the gateway configuration files should be accessible from every Unica Interact Runtime node. In the case of a distributed setup, ensure that the gateway files are kept at a shared location.

Note: The out of the box gateways with names "EMail", "MobilePush", "UBX" are available under this node along with all required parameters and their respective values . You do not require to update any of the values in Platform configuration . Only change is required in the properties files which are referred in those configurations. In case you have upgraded from a previous version of Interact , then any existing configuration using those gateways will continue to work as is.

category name

Description

This proerpty defines the name of this gateway. It must be unique among all gateways.

className

Description

This property defines the fully qualified class name of this gateway implementation.

classPath

Description

This property defines the URI of the JAR file that includes the implementation of this gateway. If left empty, the class path of the hosting Interact application is used.

For example in a Windows system, if the gateway JAR file is available in the directory, C:\HCL \Unica\EmailGateway\IBM_Interact_OMO_OutboundGateway_Silverpop_1.0\lib \OMO_OutboundGateway_Silverpop.jar, the classPath should be file:///C:/HCL/ Unica/EmailGateway/IBM_Interact_OMO_OutboundGateway_Silverpop_1.0/ lib/OMO_OutboundGateway_Silverpop.jar. In a Unix system, if the gateway jar file is available in the directory, /opt/HCL/Unica/EmailGateway/ IBM_Interact_OMO_OutboundGateway_Silverpop_1.0/lib/ OMO_OutboundGateway_Silverpop.jar, the classpath should be file:///opt/HCL/ Unica/EmailGateway/IBM_Interact_OMO_OutboundGateway_Silverpop_1.0/lib/ OMO_OutboundGateway_Silverpop.jar, the classpath should be file:///opt/HCL/ Unica/EmailGateway/IBM_Interact_OMO_OutboundGateway_Silverpop_1.0/lib/ OMO_OutboundGateway_Silverpop.jar.

Interact | triggeredMessage | gateways | < gatewayName> | Parameter Data

The configuration properties in this category define parameters for a specific gateway in triggered messages.

cateogry name

Description

This property defines the name of this parameter. The name must be unique among all parameters for that gateway.

value

Description

This property defines the parameters, in the format of name value pairs, needed by this gateway. For all gateways, the following parameters are supported.



- All parameters for trigger messages are case sensitive and should be entered as shown here.
 - validationTimeoutMillis: The duration in milliseconds that the validation of an offer through this gateway timeouts. The default value is 500.
 - deliveryTimeoutMillis: The duration in milliseconds that the delivery of an offer using this gateway timeouts. The default value is 1000.
- In order to get gateway related logs in the Interact.log file, place the old 'interact_log4j2.xml' from versions prior to 11.1 in 'InteractRT.war/WEB-INF/classes' and also put it at any location outside the war file . You need to specify the following JVM parameter in the application server: -Dlog4j.configuration=file:/opt/any_location/interact_log4j.properties

Interact | triggeredMessage | channels

The configuration properties in this category define settings for all channels in triggered messages.

type

Description

This property defines the root node for settings related to a specific gateway. Default uses the built in channel selector, which is based on the list of channels defined on in the triggered messages UI. If default is selected, className and classPath values should be left blank. Custom uses the customer implementation of IChannelSelector.

Valid Values

Default | Custom

className

Description

This property defines the fully qualified class name of the customer implementation of channel selector. This setting is required if the type is Custom.

classPath

Description

This property defines the URL to the JAR file that includes the implementation of the customer implementation of channel selector. If left empty, the class path of the hosting Interact application is used.

Interact | triggeredMessage | channels | Parameter Data

The configuration properties in this category define parameters for a specific channel in triggered messages.

category name

Description

This property defines the name of this parameter. The name must be unique among all parameters for that channel.

value

Description

This property defines the parameters, in the format of name value pairs, needed by the channel selector.

If you use Customer Preferred Channels for your channel, you must create

Interact | triggeredMessage | channels | <channelName>

The configuration properties in this category define settings for a specific channel in triggered messages.

category name

Description

This property defines the name of the channel through which offers are sent. It should match those defined in the design time under **Campaign** | **partitions** | **<partition**[**N**]**>** | **Interact** | **outboundChannels**.

Interact | triggeredMessage | channels | <channelName> | <handlerName>

The configuration properties in this category define settings for a specific handler in triggered messages that is used to sent offers.

category name

Description

This property defines the name of the handler which the channel will use to send offers.

dispatcher

Description

This property defines the name of the dispatcher through which this handler uses send offers to the gateway. It must be one of those defined under **interact** | **triggeredMessage** | **dispatchers**.

gateway

Description

This property defines the name of the gateway to which this handler send offers ultimately. It must be one of those defined under **interact** | **triggeredMessage** | **gateways**.

mode

Description

This property defines the usage mode of this handler. If Failover is selected, this handler is used only when all the handlers with higher priorities defined within this channel failed to send offers. If Addon is selected, this handler is used no matter if other handlers have successfully sent offers.

priority

Description

This property defines the priority of this handler. The engine first tries to use the handler with the highest priority for sending offers.

Valid Values

Any integer

Default

100

Interact | activityOrchestrator

The activity orchestrator category specifies the receivers and gateways for your Unica Interact inbound gateway activity.

Use the Interact | activityOrchestrator | receivers configuration properties to configure your Unica Interact receivers. Use the Interact | activityOrchestrator | gateways configuration properties to configure your gateways to use in Unica Interact.

Interact | activityOrchestrator | receivers

The activity orchestrator receivers category specifies the event receivers for your Unica Interact inbound gateway activity.

Category name

Description

The name of your receiver.

Туре

Description

The type of receiver. You can choose between Kafka, and Custom. Custom requires you to use an implementation of the *iReceiver*.



Note: If you have used Kafka in the previous version, then you can set the value of type as Kafka in the upgraded version.

Enabled

Description

Select ${\tt True}$ to enable the receiver or ${\tt false}$ to disable the receiver.

className

Description

This property defines the fully qualified class name of this receiver implementation. It is used only when the type is Custom. If the type is Kafka, then the value must be empty.

classPath

Description

This property defines the URI to the JAR file that includes the implementation of this receiver. If left empty, the class path of the hosting Unica Interact application is used. It is used only when the type is Custom. If the type is Kafka, then the value must be empty.

Interact | activityOrchestrator | receivers | Parameter Data

You can add receiver parameters, such as queueManager and messageQueueName to define your receiver queue.

If the type is Kafka, the following parameters are supported.

- providerUrl: A list of host/port pairs to be used for establishing the initial connection with the Kafka cluster. This list must be in the form of host1:port1,host2:port2,....
- topic: A topic is a category or feed name to which messages are stored and published. All Kafka messages are organized into topics. If you require to send a message, you can send it to a specific topic and if you require to read a message you can read it from a specific topic. Producer applications write data to topics and consumer applications read from topics. Topic name must contain a ASCII alphanumeric, '.', '_' and '-' characters. Due to the limitations in topic names, you can either use topics with a period ('.') or underscore ('_'). The maximum length of a topic name can be 255 characters. For example, if you create or provide a topic name 'InteractTM_1', and you try to create a topic like 'InteractTM.1', then the following error is generated. "Topic InteractTM.1 collides with existing topics: InteractTM_1."
- group.id: Specifies the name of the consumer group to which a Kafka consumer belongs.
- zookeeper.connect: Specifies the zookeeper connection string in the form of hostname:port, where hostname and port are the host and port of a zookeeper server.
- authentication: Users can use Kafka by enabling different authentication mechanisms.
- amplifyConsumer: Specifies the flag to start amplifying consumer utility (default value is false). The utility periodically analyzes consumer lag and amplifies consumers by adding new consumers if the

existing consumer or consumers are overloaded, and if there is the scope of adding new consumers within the same consumer group ID. Valid values are true | false.

- analyzeLagIntervalInSec: Specifies interval in seconds to periodically run analyze consumer lag (default value is 10 seconds). Valid values are any positive integers.
- consumerLagThreshold: Specifies the threshold lag value to evaluate consumer or consumers that are not overloaded (default value is 1000). Valid values are any positive integers.
- minAmplifyConsumers: Specifies the minimum number of consumers that were initially added during Interact startup (default value is 1). Valid values are any positive integers.
- maxAmplifyConsumers: Specifies the maximum number of consumers that can be added within the same group ID. This number will not be in effect if the topic has lesser number of partitions (default value is 3). Valid values are any positive integers.

Mandatory parameters for subscribing messages

By default, the Kafka server does not support any authentication mechanism. You can start the Kafka server considering that authentication mechanism is disabled. In this case, you can set the "authentication" parameter with value "None". The following table includes the mandatory parameters required to subscribe messages.

Parameters	Allowed/Sample Parameter Value	
providerUrl	<host>:<port> (example: localhost:9092)</port></host>	
group.id	Any string (example: InteractTMGateway)	
topic	Any string (example: InteractTM)	
authentication	Any string	
zookeeper.connect	<host>:<port> (example: localhost:2181)</port></host>	

Authentication mechanism

You can use Kafka by enabling different authentication mechanisms.

Authentication by SASL_PLAIN mechanism

If you want to use the SASL_PLAIN authentication mechanism, you must set the parameter "authentication" with value "Plain" along with its supported parameters.

The following parameters are required, if SASL_PLAIN mechanism is supported.

- asmUserforMQAuth: The user name for logging into the server. It is required when the server enforces authentication.
- authDS: The password associated with the user name for logging into the server.
- username/password: The username or password of Kafka server configured in the JASS configuration file.

The following table provides the parameters required for the SASL_PLAIN mechanism.

Parameters	Allowed/Sample parameter values
authentication	Plain
asmUserforMQAuth	Any string (example: test_user)
authDS	Any string (example: authDS)
username	Any string (example: test_user)
password	Any string (example: test-secret)

If the "authentication" parameter is "Plain", you must either use asmUserforMQAuth/authDS or username/ password parameters for authentication .

Create the data sources (authDS) in the User section in platform configuration. See the following example for data sources details.

Datasource	Username	Password
authDS	test_user	test-secret

Authentication by SSL mechanism

To use the SSL authentication mechanism, you must set the parameter 'authentication' with value 'SSL' along with its supported parameters.

The following parameters are required to support SSL mechanism.

- ssl.keystore.location: The location of the key store file. You can use it for a two-way authentication for client.
- ssl.truststore.location: The location of the trust store file.
- SSLKeystoreDS: The keystore datasource name, which stores the password of ssl keystore.
- SSLKeyDS: The key datasource name, which stores the password of ssl key.
- SSLTruststoreDS: The truststore datasource name, which stores the password of ssl truststore.

The following table includes the supported parameters for SSL mechanism.

Parameters	Allowed/Sample Parameter Values
authentication	SSL
ssl.keystore.location	SSL Keystore location (example:C:/SSL/kaf- ka.client.keystore.jks)
ssl.truststore.location	SSL Keystore location (example: C:/SSL/kaf- ka.client.truststore.jks)
asmUserforMQAuth	Any string (example: test_user)
SSLKeystoreDS	Any string (example: SSLKeystoreDS)

Parameters	Allowed/Sample Parameter Values	
SSLKeyDS	Any string (example: SSLKeyDS)	
SSLTruststoreDS	Any string (example: SSLTruststoreDS)	

Create the data sources (SSLKeystoreDS, SSLKeyDS, and SSLTruststoreDS) in the User section in platform configuration. See the following example for data sources details.

Datasource	Username	Password
SSLKeystoreDS	keystore	keystore-secret
SSLKeyDS	key	key-secret
SSLTruststoreDS	truststore	truststore -secret

Note: Client keystore or truststore is required at Producer or Consumer side in Interact application (where the Interact application is installed). C:/SSL/kafka.client.keystore.jks and C:/SSL/ kafka.client.truststore.jks are the local locations, where the Interact application is installed.

Authentication by SASL_SSL mechanism

If you require to use the SASL_SSL authentication mechanism, then you must set the parameter "authentication" with value "SASL_SSL" along with its supported parameters. SASL_SSL mechanism is the combination of SASL_PLAIN and SSL mechanisms. The following table includes the supported parameters for SASL_SSL mechanism.

Parameters	Allowed/Sample Parameter Values	
authentication	SASL_SSL	
asmUserforMQAuth	Any string (example: test_user)	
authDS	Any string (example: authDS)	
username	Any string (example: test_user)	
password	Any string (example: test-secret)	
ssl.keystore.location	SSL Keystore location (example: C:/SSL/kaf- ka.client.keystore.jks)	
ssl.truststore.location	SSL Keystore location (example: C:/SSL/kaf- ka.client.truststore.jks)	
SSLKeystoreDS	Any string (example: SSLKeystoreDS)	
SSLKeyDS	Any string (example: SSLKeyDS)	
SSLTruststoreDS	Any string (example: SSLTruststoreDS)	

If the "authentication" parameter is "SASL_SSL", you must either use asmUserforMQAuth/authDS or username/ password.

Create the data sources (authDS, SSLKeystoreDS, SSLKeyDS, and SSLTruststoreDS) in the User section in platform configuration. For data sources details, see the following example.

Datasource	Username	Password
authDS	admin	admin-secret
SSLKeystoreDS	keystore	test1234
SSLKeyDS	key	test1234
SSLTruststoreDS	truststore	test1234

Note: If you provide any data sources like authDS, SSLKeystoreDS, SSLKeyDS, or SSLTruststoreDS in the platform configuration parameter, then you must also provide asmUserforMQAuth parameter.

Client keystore/truststore is required at Producer/Consumer side in Interact application (where Interact application is installed). C:/SSL/kafka.client.keystore.jks and C:/SSL/kafka.client.truststore.jks are the local locations, where Interact application is installed.

Optional parameters for subscribing messages

enable.auto.commit means that offsets are committed automatically with a frequency controlled by the config "auto.commit.interval.ms". The value of auto.commit.interval.ms must not exceed 1000 as the poll interval is set to 1000. The value of auto.commit.interval.ms must not exceed the value of poll interval.

The following table includes the optional parameters for subscribing messages.

Parameters	Default value	Allowed/Sample parameter values
enable.auto.commit	true	True, False
auto.commit.interval.ms	200	Positive integer

Optional thread management parameters

The following optional parameters can be used for thread management.

- corePoolSize: The number of threads to keep in the pool for monitoring Kafka service.
- maxPoolSize: The maximum number of threads to keep in the pool for monitoring Kafka service.
- keepAliveTimeSecs: The maximum time taken by the excess idle threads to wait for new tasks before terminating to monitor Kafka service, when the number of threads is greater than the core.
- queueCapacity: The size of the queue used by the thread pool for monitoring Kafka service.

The following table includes the optional parameters for thread management.

Parameters	Default value	Allowed/Sample Parameter Values
corePoolSize	1	Positive integer
maxPoolSize	5	Positive integer
keepAliveTimeSecs	5	Positive integer
pqueueCapacity	100	Positive integer

Optional zookeeper parameters

The following optional parameter can be used for Zookeeper activities.

zookeeper.connection.timeout.ms: The maximum time that the client waits to establish a connection with zookeeper. If not set, the value in "zookeeper.session.timeout.ms" is used.

The following table includes the optional parameters for zookeeper activities.

Parameter	Default Value	Allowed/Sam- ple Parame- ter Value
zookeeper.connection.timeout.ms	6000	Positive integer

Optional parameters for creating topic

The following optional parameters can be used for creating topic.

- num.partitions: The number of partitions for the offset commit topic.
- replication.factor: The replication factor to change log topics and repartition topics created by the stream processing application.

The following table includes the optional parameters for creating topic.

Parameters	Default value	Allowed/Sample Parameter Values
num.partitions	1	Positive integer
replication.factor	1	Positive integer

Interact | activityOrchestrator | gateways

The activity orchestrator gateway category specifies the gateways for your Unica Interact inbound gateway activity.

Note: The out of the box inbound gateway with name "UBX" is available under this node along with all required parameters and their respective values . You are not required to update any of the values in Platform configuration .

Only change is required in the properties files which are referred in those configurations. In case you have upgraded from a previous version of Interact, then any existing configuration using those gateways continue to work as is.

Category name

Description

The name of your gateway.

className

Description

This property defines the fully qualified class name of this gateway implementation.

classPath

Description

This property defines the URI to the JAR file that includes the implementation of this gateway. If left empty, the class path of the hosting Unica Interact application is used. It is used only when the type is custom.

Interact | activityOrchestrator | gateways | Parameter Data

You can add gateway parameters for your gateway configuration files, such as OMO-conf_inbound_UBX_interactEventNameMapping and OMOconf_inbound_UBX_interactEventPayloadMapping.

Configuration tree paths

```
Interact|activityOrchestrator|gateways|<gatewayName>|Parameter Data|<partitionName>|
processTimeoutMillis|value=XXX
```

Interact|activityOrchestrator|gateways|<gatewayName>|Parameter Data|<partitionName>|OMOprocessTimeoutMillis|value=XXX

Interact | ETL | patternStateETL

The configuration properties in this category define the settings for the ETL process.

New category name

Description

Provide a name that uniquely identifies this configuration. Note that you must provide this exact name when you run the stand-alone ETL process. For convenience in specifying this name on the command line, you may want to avoid a name containing spaces or punctuation, such as ETLProfile1.

runOnceADay

Description

Determines whether the stand-alone ETL process in this configuration should run once each day. Valid answers are **Yes** or **No**. If you answer **No** here, the **processSleepIntervalInMinutes** determines the run schedule for the process.

preferredStartTime

Description

The preferred time at which the stand-alone ETL process should start. Specify the time in the format HH:MM:SS AM/PM, as in 01:00:00 AM.

preferredEndTime

Description

The preferred time at which the stand-alone ETL process should stop. Specify the time in the format HH:MM:SS AM/PM, as in 08:00:00 AM.

processSleepIntervalInMinutes

Description

If you have not configured the stand-alone ETL process to run once a day (as specified in the **runOnceADay** property), this property specifies the interval between ETL process runs. For example, if you specify 15 here, the stand-alone ETL process will wait for 15 minutes after it stops running before starting the process again.

maxJDBCInsertBatchSize

Description

The maximum number of records of a JDBC batch before committing the query. By default, this is set to 5000. Note that this is not the maximum number of records that the ETL processes in one iteration. During each iteration, the ETL processes all available records from the UACI_EVENTPATTERNSTATE table. However, all those records are broken into **maxJDBCInsertSize** chunks.

maxJDBCFetchBatchSize

Description

The maximum number of records of a JDBC batch to fetch from the staging database.

You may need to increase this value to tune the performance of the ETL.

communicationPort

Description

The network port on which the standalone ETL process listens for a stop request. Under normal circumstances, there should be no reason to change this from the default value.

queueLength

Description

A value used for performance tuning. Collections of pattern state data are fetched and transformed into objects that are added to a queue to be processed and written to the database. This property controls the size of the queue.

completionNotificationScript

Description

Specifies the absolute path to a script to run when the ETL process is completed. If you specify a script, three arguments are passed to the completion notification script: start time, end time, and total number of event pattern records processed. The start time and end time are numeric values representing number of milliseconds elapsed since 1970.

Interact | ETL | patternStateETL | <patternStateETLName> | RuntimeDS

The configuration properties in this category define the settings for the ETL Runtime DS.

type

Description

A list of the supported database types for the data source you are defining.

dsname

Description

The JNDI name of the data source. This name must also be used in the user's data source configuration to ensure that the user has access to the target and runtime data sources.

driver

Description

The name of the JDBC driver to us, such as any of the following:

Oracle: oracle.jdbc.OracleDriver

Microsoft SQL Server: com.microsoft.sqlserver.jdbc.SQLServerDriver

IBM DB2: com.ibm.db2.jcc.DB2Driver

MariaDB: org.mariadb.jdbc.Driver

serverURL

Description

The data source URL, such as any of the following:

Oracle: jdbc:oracle:thin:@ <your_db_host>:<your_db_port>:<your_db_service_name>

Microsoft SQL Server: jdbc:sqlserver:// <your_db_host>:<your_db_port> ;databaseName= <your_db_name>

IBM DB2: jdbc:db2:// <your_db_host>:<your_db_port>/<your_db_name>

MariaDB: jdbc:mariadb:// <your_db_host>:<your_db_port>/<your_db_name>

connectionpoolSize

Description

A value indicating the size of the connection pool, provided for performance tuning. Pattern state data is read and transformed concurrently depending upon the available database connections. Increasing the connection pool size allows for more concurrent database connections, subject to limitations of memory and database read/write capabilities. For example, if this value is set to 4, four jobs will run concurrently. If you have a large amount of data, you might need to increase this value to a number such as 10 or 20, as long as sufficient memory and database performance is available.

schema

Description

The name of the database schema to which this configuration is connecting.

connectionRetryPeriod

Description

The *connectionRetryPeriod* property specifies the amount of time in seconds Unica Interact automatically retries the database connection request on failure. Unica Interact automatically tries to reconnect to the database for this length of time before reporting a database error or failure. If the value is set to 0, Unica Interact retries indefinitely; if the value is set to -1, no retry is attempted.

connectionRetryDelay

Description

The *connectionRetryDelay* property specifies the amount of time in seconds Unica Interact waits before it tries to reconnect to the database after a failure. If the value is set to -1, no retry is attempted.

Interact | ETL | patternStateETL | <patternStateETLName> | TargetDS

The configuration properties in this category define the settings for the ETL Target DS.

type

Description

A list of the supported database types for the data source you are defining.

dsname

Description

The JNDI name of the data source. This name must also be used in the user's data source configuration to ensure that the user has access to the target and runtime data sources.

driver

Description

The name of the JDBC driver to us, such as any of the following:

Oracle: oracle.jdbc.OracleDriver

Microsoft SQL Server: com.microsoft.sqlserver.jdbc.SQLServerDriver

IBM DB2: com.ibm.db2.jcc.DB2Driver

MariaDB: org.mariadb.jdbc.Driver

serverURL

Description

The data source URL, such as any of the following:

Oracle: jdbc:oracle:thin:@ <your_db_host>:<your_db_port>:<your_db_service_name>
Microsoft SQL Server: jdbc:sqlserver:// <your_db_host>:<your_db_port> ;databaseName= <your_db_name>
IBM DB2: jdbc:db2:// <your_db_host>:<your_db_port>/<your_db_name>
MariaDB: jdbc:mariadb:// <your_db_host>:<your_db_port>/<your_db_name>

connectionpoolSize

Description

A value indicating the size of the connection pool, provided for performance tuning. Pattern state data is read and transformed concurrently depending upon the available database connections. Increasing the connection pool size allows for more concurrent database connections, subject to limitations of memory and database read/write capabilities. For example, if this value is set to 4, four jobs will run concurrently. If you have a large amount of data, you might need to increase this value to a number such as 10 or 20, as long as sufficient memory and database performance is available.

schema

Description

The name of the database schema to which this configuration is connecting.

connectionRetryPeriod

Description

The *connectionRetryPeriod* property specifies the amount of time in seconds Unica Interact automatically retries the database connection request on failure. Unica Interact automatically tries to reconnect to the database for this length of time before reporting a database error or failure. If the value is set to 0, Unica Interact retries indefinitely; if the value is set to -1, no retry is attempted.

connectionRetryDelay

Description

The ConnectionRetryDelay property specifies the amount of time in seconds Unica Interact waits before it tries to reconnect to the database after a failure. If the value is set to -1, no retry is attempted.

Interact | ETL | patternStateETL | <patternStateETLName> | Report

The configuration properties in this category define the settings for the ETL report aggregation process.

enable

Description

Enable or disable the report integration with ETL. This property is set to disable by default.

If set to disable, this property disables updates on table UARI_DELTA_PATTERNS Table . It does not disable reporting completely .



Note: To disable the report integration with ETL, you must also alter the trigger TR_AGGREGATE_DELTA_PATTERNS to disable on UACI_ETLPATTERNSTATERUN staging table.

retryAttemptsIfAggregationRunning

Description

The number of times the ETL attempts to check whether the report aggregation is completed if the lock flag is set. This property is set to 3 by default.

sleepBeforeRetryDurationInMinutes

Description

Sleep time in minutes between consecutive attempts. This property is set to 5 minutes by default.

aggregationRunningCheckSql

Description

This property lets you define a custom SQL, which can be run to see whether the report aggregation lock flag is set. By default this property is empty.

When this property is not set, the ETL runs the following SQL to get the lock flag.

```
select count(1) AS ACTIVERUNS from uari_pattern_lock where islock='Y'
=> If ACTIVERUNS is > 0, lock is set
```

aggregationRunningCheck

Description

Enable or disable the check if the report aggregation is running before the ETL run is performed. This property is set to enable by default.

Chapter 15. Unica Interact Simulator

This section describes all the configuration properties for the Unica Interact simulator.

It is not recommended to perform other simulation related actions, such as add, copy, delete, and modify, when a simulation run is in progress.

Interact | simulator

The configuration category defines the parameters to be defined to run the coverage analysis scenario of Simulator module..

numberOfThreads

Description

The number of threads used to run the simulation

Default Value

1

maxOffersToInclude

Description

The maximum number of offers returned in each getOffers call for each audience id in the coverage analysis scenario.

Default Value

10

insertBatchSize

Description

Define the size of each batch for persisting the resulting records.

Default Value

1000

Interact | simulator|scenarioDataSource

These configurations are required to run Simulator Coverage Analysis scenario

jndiName

Description

Use this jndiName property to identify the Java Naming and Directory Interface (JNDI) data source that is defined in the application server (Websphere or WebLogic) for the Interact Design Time tables.

Default Value

No default value defined.

Schema

Description

The name of the schema containing the tables for the Interact design time data source module. Interact inserts the value of this property before all table names, for example, UACI_IntChannel becomes schema.UACI_IntChannel.

You have to define a schema. If you do not define a schema, Interact assumes that the owner of the tables is the same as the schema. It is required to specify schema name to run coverage scenario successfully.

Default Value

No Default value defined.

type

Description

The database type for the data source used by the Interact Design time tables accessed by the Interact Simulator.

Default Value

sqlserver

Valid Value

sqlserver | Db2 | Oracle| MariaDB

connectionRetryPeriod

Description

The ConnectionRetryPeriod property specifies the amount of time in seconds Interact automatically retries the database connection request on failure for the learning tables. Interact automatically tries to reconnect to the database for this length of time before reporting a database error or failure. If the value is set to 0, Interact will retry indefinitely; if the value is set to -1, no retry will be attempted.

Default Value

-1

connectionRetryDelay

Description

The ConnectionRetryDelay property specifies the amount of time in seconds Interact waits before it tries to reconnect to the database after a failure for the learning tables. If the value is set to -1, no retry will be attempted.

Default Value

-1

Error Handling for Simulator

This section lists the status codes the application writes into the table UACI_SimulationHistory which is present in the Interact Design time database.

In case of an error the application will show the scenario failed message on the Simulator run page. The detailed status code can be found in the database table UACI_SimulationHistory.

The following are the list of possible status codes that a scenario run history could have: // status code 0-99 are for information

Status	Code	Severity level	Http Status	Possible UI message
SUCCESS	0	INFO	ок	Running simulation succeeded
RUNNING	1	INFO	ок	Running
CANCELING	2	INFO	ок	Cancelling
CANCELED	3	INFO	ок	Cancelled
EXPORTING_TO_CSV	4	INFO	ок	Exporting to CSV
EXPORTED_TO_CSV	5	INFO	ОК	Exported to CSV

// status code 101-999 are for errors

Status	Cod e	Severity level	Http Status	Possible UI message
NOT_ENABLED	101	WARN	SERVICE_UNAVAILAB LE	Simulation is not enabled on this run time server
ERROR_RETRIEVE_SCENA RIO	102	ERROR	INTERNAL_SERVER_E RROR	Error retrieving the scenario information for simulation
INVALID_SCENARIO	103	ERROR	BAD_REQUEST	Invalid scenario information of simulation
ERROR_CREATE_RESULT_ TABLE	104	ERROR	INTERNAL_SERVER_E RROR	Error creating the table for storing results for simulation
ERROR_RETRIEVE_AUDIEN CE	105	ERROR	INTERNAL_SERVER_E RROR	Error retrieving audience IDs for simulation
ERROR_CONNECT_DATAB ASE	106	ERROR	INTERNAL_SERVER_E RROR	Error connecting to {0} database for simulation
ERROR_PERSIST_RESULT	107	ERROR	INTERNAL_SERVER_E RROR	Error persisting results to database for simulation
SCENARIO_NOT_FOUND	108	ERROR	NOT_FOUND	Cannot find a scenario ready to run

GENERIC_ERROR	109	ERROR	INTERNAL_SERVER_E RROR	Server error running simulation
ERROR_UPDATE_RESULT	110	ERROR	INTERNAL_SERVER_E RROR	Error updating result for simulation
ERROR_INVALID_IC	111	ERROR	BAD_REQUEST	Interactive channel is not deployed

// // status code 1001 and above are for UI only, will not be stored in database

Status	Cod e	Severity level	Http Status	Possible UI message
SIMULATION_ALREADY_RUNN	100 1	WARN	PRECONDITION_FAIL ED	A simulation is already running for this scenario
SIMULATION_NOT_FOUND	100 2	WARN	NO_CONTENT	No ongoing simulation found for this scenario
SIMULATION_RUNNING	100 3	INFO	ок	Running
SIMULATION_NOT_RUNNING	100 4	INFO	ок	Simulation not running

Chapter 16. Unica Interact design environment configuration properties

This section describes all the configuration properties for Unica Interact design environment.

InteractDT | general | logging

The InteractDT | general | logging property defines the InteractDT logging related configuration.

log4jConfig

Description

The log4jConfig property specifies the InteractDT logging configuration file location, relative to the IntreactDT installation directory.

Default value

./conf/interactDT_log4j.xml

InteractDT | general | monitoring

Properties in this category are applicable when JMX connector needs to be enabled for Interact contact and response history module.

Enabled

Description

If set to TRUE, the system enables Unica InteractDT JMX connector server for Unica Interact. Unica InteractDT has no JMX security.

If set to FALSE, you cannot connect to the Unica InteractDT JMX connector server. This JMX monitoring is used for the Unica Interact contact and response history module only.

Default value

FALSE

Valid Values

TRUE | FALSE

Protocol

Description

Listening protocol for the Unica InteractDT JMX connector server. If enabled, it means it is set to YES. The JMX monitoring is for the Unica Interact contact and response history module only.

Default value

JMXMP

Valid Values

JMXMP | RMI

Port

Description

Listening port for the Unica InteractDT JMX connector server. If enabled, it means it is set to YES. The JMX monitoring is for the Unica Interact contact and response history module only.

Default value

2004

Valid Values

Any integer between 1025 and 65535

InteractDT | navigation

Some of the properties in this category are used internally and should not be changed

welcomePageURI

Description

The welcomePageURI property is used internally by other applications. It specifies the Uniform Resource Identifier of the Unica Interact Design Time index page. You must not change this value.

Default Value

No default value defined.

seedName

Description

The seedName property is used internally by other applications. You must not change this value.

Default Value

No default value defined.

Туре

Description

The type property is used internally by other applications. You must not change this value.

Default Value

No default value defined.

httpPort

Description

This property specifies the port used by the Unica InteractDT web application server. If your installation of Unica InteractDT uses a port that is different from the default port, you must edit the value of this property.

Default Value

7001

httpsPort

Description

If SSL is configured, this property specifies the port used by the Unica InteractDT web application server for secure connections. If your installation of Unica InteractDT uses a secure port that is different from the default port, you must edit the value of this property.

Default Value

7001

serverURL

Description

The serverURL property specifies the URL used by Unica InteractDT. If your installation of Unica InteractDT has a URL that is different from the default, you should edit the value as follows:

http://<machine_name_or_IP_address>:<port_number>/context-root

If you access Unica InteractDT with the Chrome browser, use the fully qualified domain name (FQDN). If you do not use the FQDN, the Chrome browser cannot access the product URLs.

Default Value

http://localhost:7001/InteractDT

logoutURL

Description

The logoutURL property is used internally to call the logout handler of the registered application, if the user clicks the logout link. Do not change this value.

Default Value

```
-
```

serverURLInternal

Description

The serverURLInternal property specifies the URL for the Unica InteractDT web application when SiteMinder is used. This property is also used for internal communication with other Unica applications, such as Unica Deliver. If the property is empty, the value in the serverURL property is used. Modify this property if you need

internal application communication to be http and external communication to be https. If you use SiteMinder, you must set this value to the URL for the Unica InteractDT web application server, formatted as follows:

http://<machine_name_or_IP_address>:<port_number>/context-root

Default Value

No default value defined.

InteractDT | partitions | partition[n] | Connections

InteractDT|partitions|partition1|Connections configuration defines the Unica InteractDT optional communication with other Unica products like Unica Audience Central, Unica Segment Central, Unica Centralized Offers and Unica Campaign for access to Segments, Offers, Audience and flowcharts. The following are the categories along with their options:

Audience Management

Description

Defines the Unica product that InteractDT need to use to fetch Audience related information like audience levels, history table mappings.

- Audience Central
- Campaign Database

Segment Management

Description

Defines the Unica product that InteractDT need to use to fetch Segment related information.

- Segment Central
- Campaign Database

Flowchart Management

Description

If Campaign is not installed, Flowcharts cannot be accessed by IntreactDT. This configuration should be set to Campaign when Unica Campaign is also installed so that IntreactDT can get the flowchart information from Campaign.

- None
- Campaign

Offer Management

Description

Defines the Unica product that InteractDT need to use to fetch Offer related information.

- Centralized Offers
- Campaign Database

InteractDT | partition | partition[n] | dataSources

The properties in InteractDT|partitions|partition[n]|dataSources determine how Unica InteractDT interacts with databases, including its own system tables, for the specified partition.

These properties specify the databases that Unica InteractDT can access and they control many aspects of how queries are formed.

Each data source that you add in Unica InteractDT is represented by a category under InteractDT | partitions | partition[n] | dataSources | <data-source-name>.



Note: The Unica InteractDT system tables data source for each partition must be named UA_SYSTEM_TABLES in Unica Platform, and every Unica InteractDT partition must have a **dataSources** | **UA_SYSTEM_TABLES** category on the Configuration page.

New category name

Description

Use the New category name field when you create a data source using provided template. Enter a category name to identify the data source. After you save a new category, it appears in the navigation tree. You can change its properties as needed.

Default value

_

JndiName

Description

Set its value to the Java Naming and Directory Interface (JNDI) data source that you created in your application server to connect to this data source.

Default value

```
-
```

Valid Values

DB2 | ORACLE | SQLServer | OneDB | MariaODBC

Туре

Description

This property specifies the database type of this data source.

Default value

schemaName

Description

Use this property to limit the table mapping display in Unica InteractDT to tables in a specified schema. For example, to specify tables in the schema dbo, set schemaName=dbo.

Default value

NumberOfRetries

Description

The NumberOfRetries property specifies the number of times Unica InteractDT automatically retries a database operation on failure. Unica InteractDT automatically resubmits queries to the database this number of times before reporting a database error or failure.

Default value

o (zero)

InteractDT | partitions | partition[n] | internal

Properties in this category specify integration settings and the internalID limits for the selected Unica InteractDT partition. If your Unica InteractDT installation has multiple partitions, set these properties for each partition that you want to affect.

internalldLowerLimit

Description

The internalIdUpperLimit and internalIdLowerLimit properties constrain the Unica InteractDT internal IDs to be within the specified range. Note that the values are inclusive, that is, Unica InteractDT may use both the lower and upper limit.

Default value

o (zero)

internalIdUpperLimit

Description

The internalIdUpperLimit and internalIdLowerLimit properties constrain the Unica InteractDT internal IDs to be within the specified range. The values are inclusive, that is, Unica InteractDT may use both the lower and upper limit.

Default value

4294967295

InteractDT | partitions | partition[n] | reports

The InteractDT | partitions | partition[n] | reports property defines the different types of folders for reports.

interactAnalysisOnDemandFolder

Description

Report server folder string for Interact Analysis menu reports.

Default value

/content/folder[@name='Affinium Campaign']/folder[@name='Interact Reports']

Availability

This property is applicable only if you install Unica Interact.

interactiveChannelAnalysisTabOnDemandFolder

Description

Report server folder string for Interactive Channel analysis tab reports.

Default value

/content/folder[@name='Affinium Campaign - Object Specific Reports']/folder[@name='interactive channel']

Availability

This property is applicable only if you install Unica Interact.

InteractDT | partitions | partition[n] | systemTableMapping

If Unica Campaign is not installed, Unica InteractDT refers systemTableMapping configuration to map the product entities like Offer, Segment, flowchart, folder etc to their respective base table. The default values of all the required entities are already mapped and do not require any modification.

InteractDT | partitions | partition[n] | UnicalnsightsReports

The InteractDT | partitions | partition[n] | UnicalnsightsReports property defines the different types of folders for reports.

interactAnalysisSectionFolder

Description

Report server folder string for Unica Interact reports.

Default value

/folder[@name='Unica Interact']

Availability

This property is only applicable if you install Unica Interact and enable Unica Insights.

interactiveChannelAnalysisTabOnDemandFolder

Description

Report server folder string for Unica Interact reports.

Default value

```
folder[@name='Unica Interact - Object Specific Reports']
```

Availability

This property is only applicable if you install Unica Interact and enable Unica Insights.

InteractDT | partitions | partition[n] | Interact | contactAndResponseHistTracking

These configuration properties define settings for the Unica Interact contact and response history module.

isEnabled

Description

If set to yes, enables the Unica Interact contact and response history module which copies the Unica Interact contact and response history from staging tables in the Unica Interact runtime to the Unica Campaign contact and response history tables. The property interactInstalled must also be set to yes.

Default value

no

Valid Values

yes | no

Availability

This property is applicable only if you have installed Unica Interact.

runOnceADay

Description

Specifies whether to run the Contact and Response History ETL once a day. If you set this property to Yes, the ETL runs during the scheduled interval specified by preferredStartTime and preferredEndTime.

If ETL takes more than 24 hours to execute, and thus misses the start time for the next day, it will skip that day and run at the scheduled time the following day. For example, if ETL is configured to run between 1AM to 3AM, and the process starts at 1AM on Monday and completes at 2AM on Tuesday, the next run, originally scheduled for 1AM on Tuesday, will be skipped, and the next ETL will start at 1AM on Wednesday.

ETL scheduling does not account for Daylight Savings Time changes. For example, if ETL scheduled to run between 1AM and 3AM, it could run at 12AM or 2AM when the DST change occurs.

Default value

No

Availability

This property is applicable only if you have installed Unica Interact.

processSleepIntervalInMinutes

Description

The number of minutes the Unica Interact contact and response history module waits between copying data from the Unica Interact runtime staging tables to the Unica Campaign contact and response history tables.

Default value

60

Valid Values

Any integer greater than zero.

Availability

This property is applicable only if you have installed Unica Interact.

preferredStartTime

Description

The preferred time to start the daily ETL process. This property, when used in conjunction with the preferredEndTime property, sets up the preferred time interval during which you want the ETL to run. The ETL will start during the specified time interval and will process at most the number of records specified using maxJDBCFetchBatchSize. The format is HH:mm:ss AM or PM, using a 12-hour clock.

Default value

12:00:00 AM

Availability

This property is applicable only if you have installed Unica Interact.

preferredEndTime

Description

The preferred time to complete the daily ETL process. This property, when used in conjunction with the preferredStartTime property, sets up the preferred time interval during which you want the ETL to run. The ETL will start during the specified time interval and will process at most the number of records specified using maxJDBCFetchBatchSize. The format is HH:mm:ss AM or PM, using a 12-hour clock.

Default value

2:00:00 AM

Availability

This property is applicable only if you have installed Unica Interact.

purgeOrphanResponseThresholdInMinutes

Description

The number of minutes the Unica Interact contact and response history module waits before purging responses with no corresponding contact. This prevents logging responses without logging contacts.

Default value

180

Valid Values

Any integer greater than zero.

Availability

This property is applicable only if you have installed Unica Interact.

maxJDBCInsertBatchSize

Description

The maximum number of records of a JDBC batch before committing the query. This is not the max number of records that the Unica Interact contact and response history module processes in one iteration. During each iteration, the Unica Interact contact and response history module processes all available records from the staging tables. However, all those records are broken into maxJDBCInsertSize chunks.

Default value

1000

Valid Values

Any integer greater than zero.

Availability

This property is applicable only if you have installed Unica Interact.

maxJDBCFetchBatchSize

Description

The maximum number of records of a JDBC batch to fetch from the staging database. You may need to increase this value to tune the performance of the contact and response history module.

For example, to process 2.5 million contact history records a day, you should set maxJDBCFetchBatchSize to a number greater than 2.5M so that all records for one day will be processed.

You could then set maxJDBCFetchChunkSize and maxJDBCInsertBatchSize to smaller values (in this example, perhaps to 50,000 and 10,000, respectively). Some records from the next day may be processed as well, but would then be retained until the next day.

Default value

1000

Valid Values

Any integer greater than zero

maxJDBCFetchChunkSize

Description

The maximum number of a JDBC chunk size of data read during ETL (extract, transform, load). In some cases, a chunk size greater than insert size can improve the speed of the ETL process.

Default value

1000

Valid Values

Any integer greater than zero

deleteProcessedRecords

Description

Specifies whether to retain contact history and response history records after they have been processed.

Default value

Yes

completionNotificationScript

Description

Specifies the absolute path to a script to run when the ETL is completed. If you specify a script, five arguments are passed to the completion notification script: start time, end time, total number of CH records processed, total number of RH records processed and status. The start time and end time are numeric values representing number of milliseconds elapsed since 1970. The status argument indicates whether the ETL job was a success or failure. 0 indicates a successful ETL job. 1 indicates a failure and that there are some errors in the ETL job.

Default value

None

fetchSize

Description

Allow you to set the JDBC fetchSize when retrieving records from staging tables.

On Oracle databases especially, adjust the setting to the number of records that the JDBC should retrieve with each network round trip. For large batches of 100K or more, try 10000. Be careful not to use too large a value here, because that will have an impact on memory usage and the gains will become negligible, if not detrimental.

Default value

None

daysBackInHistoryToLookupContact

Description

Limits the records that are searched during response history queries to those within the past specified number of days. For databases with a large number of response history records, this can reduce processing time on queries by limiting the search period to the number of days specified.

When the value for daysBackInHistoryToLookupContact is greater than zero, a date constraint is added to the RH join query. This is useful when the UA_DtlContactHist table is date partitioned. The date constraint limits the records searched within the date constraint."

The default value of 0 indicates that all records are searched.

Default value

0 (zero)

InteractDT | partitions | partition[n] | Interact | contactAndResponseHistTracking | runtimeDataSources | [runtimeDataSource]

These configuration properties define the data source for the Unica Interact contact and response history module.

jndiName

Description

Use the systemTablesDataSource property to identify the Java[™] Naming and Directory Interface (JNDI) data source that is defined in the application server (Websphere or WebLogic) for the Unica Interact runtime tables.

The Unica Interact runtime database is the database populated with the aci_runtime and aci_populate_runtime dll scripts and, for example, contains the following tables (among others): UACI_CHOfferAttrib and UACI_DefaultedStat.

Default value

No default value defined.

Availability

This property is applicable only if you have installed Unica Interact.

databaseType

Description

Database type for the Unica Interact runtime data source.

Default value

SQLServer

Valid Values

SQLServer | Oracle | DB2® | MariaDB

Availability

This property is applicable only if you have installed Unica Interact.

schemaName

Description

The name of the schema containing the contact and response history module staging tables. This should be the same as the runtime environment tables.

You do not have to define a schema.

Default value

No default value defined.

InteractDT | partitions | partition[n] | Interact | contactAndResponseHistTracking | contactTypeMappings

These configuration properties define the contact type from campaign that maps to a 'contact' for reporting or learning purposes.

contacted

Description

The value assigned to the ContactStatusID column of the UA_DtlContactHist table in the Unica Campaign system tables for an offer contact. The value must be a valid entry in the UA_ContactStatus table. See the Unica Campaign Administrator's Guide for details on adding contact types.

Default value

2

Valid Values

An integer greater than zero.

Availability

This property is applicable only if you have installed Unica Interact.

InteractDT | partitions | partition[n] | Interact | contactAndResponseHistTracking | responseTypeMappings

These configuration properties define the responses for accept or reject for reporting and learning.

accept

Description

The value assigned to the ResponseTypeID column of the UA_ResponseHistory table in the Unica Campaign system tables for an accepted offer. The value must be a valid entry in the UA_USTResponseType table. You should assign the CountsAsResponse column the value 1, a response.

See the Unica Campaign Administrator's Guide for details on adding response types.

Default value

3

Valid Values

An integer greater than zero.

Availability

This property is applicable only if you have installed Unica Interact.

reject

Description

The value assigned to the ResponseTypeID column of the UA_ResponseHistory table in the Unica Campaign system tables for a rejected offer. The value must be a valid entry in the UA_USTResponseType table. You should assign the CountsAsResponse column the value 2, a reject. See the Unica Campaign Administrator's Guide for details on adding response types.

Default value

8

Valid Values

Any integer greater than zero.

Availability

This property is applicable only if you have installed Unica Interact.

InteractDT | partitions | partition[n] | Interact | report

These configuration properties define the report names when integrating with Cognos®.

interactiveCellPerformanceByOfferReportName

Description

Name for Interactive Cell Performance by Offer report. This name must match the name of this report on the Cognos® server.

Default value

Interactive Cell Performance by Offer

treatmentRuleInventoryReportName

Description

Name for Treatment Rule Inventory report. This name must match the name of this report on the Cognos® server.

Default value

Channel Treatment Rule Inventory

deploymentHistoryReportName

Description

Name for Deployment History Report report. This name must match the name of this report on the Cognos® server

Default value

Channel Deployment History

InteractDT | partitions | partition[n] | Interact | learning

These configuration properties enable you to tune the built-in learning module.

confidenceLevel

Description

A percentage indicating how confident you want the learning utility to be before switching from exploration to exploitation. A value of 0 effectively shuts off exploration.

This property is applicable if the Interact > offerserving > optimizationType property for Unica Interact runtime is set to BuiltInLearning only.

Default value

95

Valid Values

An integer between 0 and 95 divisible by 5 or 99.

validateonDeployment

Description

If set to No, Unica Interact does not validate the learning module when you deploy. If set to yes, Unica Interact validates the learning module when you deploy.

Default value

No

Valid Values

Yes | No

maxAttributeNames

Description

The maximum number of learning attributes the Unica Interact learning utility monitors.

This property is applicable if the Interact > offerserving > optimizationType property for Unica Interact runtime is set to BuiltInLearning only.

Default value

10

Valid Values

Any integer.

maxAttributeValues

Description

The maximum number of values the Unica Interact learning module tracks for each learning attribute.

This property is applicable if the Interact > offerserving > optimizationType property for Unica Interact runtime is set to BuiltInLearning only.

Default value

5

otherAttributeValue

Description

The default name for the attribute value used to represent all attribute values beyond the maxAttributeValues.

This property is applicable if the Interact > offerserving > optimizationType property for Unica Interact runtime is set to BuiltInLearning only.

Default value

Other

Valid Values

A string or number.

Example

If maxAttributeValues is set to 3 and otherAttributeValue is set to other, the learning module tracks the first three values. All of the other values are assigned to the other category. For example, if you are tracking the visitor attribute hair color, and the first five visitors have the hair colors black, brown, blond, red, and gray, the learning utility tracks the hair colors black, brown, and blond. The colors red and gray are grouped under the otherAttributeValue, other.

percentRandomSelection

Description

The percent of the time the learning module presents a random offer. For example, setting percentRandomSelection to 5 means that 5% of the time (5 out of every 100 recommendations), the learning module presents a random offer, independent of the score. Enabling percentRandomSelection overrides the

offerTieBreakMethod configuration property. When percentRandomSelection is enabled, this property is set regardless if learning is on or off or if built-in or external learning is used.

Default value

5

Valid Values

Any integer from 0 (which disables the percentRandomSelection feature) up to 100.

recencyWeightingFactor

Description

The decimal representation of a percentage of the set of data defined by the recencyWeightingPeriod. For example, the default value of .15 means that 15% of the data used by the learning utility comes from the recencyWeightingPeriod.

This property is applicable if the Interact > offerserving > optimizationType property for Unica Interact runtime is set to BuiltInLearning Only.

Default value

0.15

Valid Values

A decimal value less than 1.

recencyWeightingPeriod

Description

The size in hours of data granted the recencyWeightingFactor percentage of weight by the learning module. For example, the default value of 120 means that the recencyWeightingFactor of the data used by the learning module comes from the last 120 hours.

This property is applicable only if optimizationType is set to builtInLearning.

Default value

120

minPresentCountThreshold

Description

The minimum number of times an offer must be presented before its data is used in calculations and the learning module enters the exploration mode.

Default value

0

Valid Values

An integer greater than or equal to zero.

enablePruning

Description

If set to Yes, the Unica Interact learning module algorithmically determines when a learning attribute (standard or dynamic) is not predictive. If a learning attribute is not predictive, the learning module will not consider that attribute when determining the weight for an offer. This continues until the learning module aggregates learning data.

If set to N_0 , the learning module always uses all learning attributes. By not pruning non-predictive attributes, the learning module may not be as accurate as it could be.

Default value

Yes

Valid Values

Yes | No

InteractDT | partitions | partition[n] | Interact | learning | learningAttributes | [learningAttribute]

These configuration properties define the learning attributes.

attributeName

Description

Each attributeName is the name of a visitor attribute you want the learning module to monitor. This must match the name of a name-value pair in your session data.

This property is applicable if the Interact > offerserving > optimizationType property for Unica Interact runtime is set to BuiltInLearning only.

Default value

No default value defined.

InteractDT | partitions | partition[n] | Interact | deployment

These configuration properties define deployment settings.

chunkSize

Description

The maximum size of fragmentation in KB for each Unica Interact deployment package.

Default value

500

Availability

This property is applicable only if you have installed Unica Interact.

InteractDT | partitions | partition[n] | Interact | serverGroups | [serverGroup]

These configuration properties define server group settings.

serverGroupName

Description

The name of the Unica Interact runtime server group. This is the name that appears on the interactive channel summary tab.

Default value

No default value defined.

Availability

This property is applicable only if you have installed Unica Interact.

InteractDT | partitions | partition[n] | Interact | serverGroups | [serverGroup] | prodUserDataSource

This data source contains any customer data, beyond information which is gathered in real time, required by interactive flowcharts to properly place visitors into smart segments. It is also used by FlexOffer while deployment.

jndiName

Description

Use this jndiName property to identify the Java[™] Naming and Directory Interface (JNDI) data source that is defined in the application server for the customer tables accessed by the design environment when executing interactive flowcharts test runs.

Default value

No default value defined.

databaseType

Description

The database type for the customer tables accessed by the design environment when executing interactive flowcharts test runs.

Default value

SQL Server

Valid values

SQLServer | DB2® | ORACLE | MARIADB| OneDB

schemaName

Description

The name of the schema containing the tables for interactive flowchart test runs. Unica Interact inserts the value of this property before all table names, for example, UACI_IntChannel becomes schema.UACI_IntChannel.

You do not have to define a schema. If you do not define a schema, Unica Interact assumes that the owner of the tables is the same as the schema. You should set this value to remove ambiguity.

Default value

No default value defined.

InteractDT | partitions | partition[n] | Interact | serverGroups | [serverGroup] | instanceURLs | [instanceURL]

These configuration properties define the Unica Interact runtime servers.

instanceURL

Description

The URL of the Unica Interact runtime server. A server group can contain several Unica Interact runtime servers; however, each server must be created under a new category.

Default value

No default value defined.

Example

http://server:port/interact

Availability

This property is applicable only if you have installed Unica Interact.

InteractDT | partitions | partition[n] | Interact | flowchart

These configuration properties define the Unica Interact runtime environment used for test runs of interactive flowcharts.

serverGroup

Description

The name of the Unica Interact server group Unica Campaign uses to execute a test run. This name must match the category name you create under serverGroups.

Default value

No default value defined.

Availability

This property is applicable only if you have installed Unica Interact.

dataSource

Description

Use the dataSource property to identify the physical data source for Unica Campaign to use when performing test runs of interactive flowcharts. This property should match the data source defined by the Campaign > partitions > partitionN > dataSources property for the test run data source defined for Unica Interact design time.

Default value

No default value defined.

Availability

This property is applicable only if you have installed Unica Interact.

eventPatternPrefix

Description

The eventPatternPrefix property is a string value that is prepended to event pattern names to allow them to be used in expressions in Select or Decision processes within interactive flowcharts.

Note that if you change this value, you must deploy global changes in the interactive channel for this updated configuration to take effect.

Default value

EventPattern

Availability

This property is applicable only if you have installed Unica Interact.

InteractDT | partitions | partition[n] | Interact | whiteList | [AudienceLevel] | DefaultOffers

These configuration properties define the default cell code for the default offers table. You need to configure these properties only if you are defining global offer assignments.

DefaultCellCode

Description

The default cell code Unica Interact uses if you do not define a cell code in the default offers table.

Default value

No default value defined.

Valid Values

A string that matches the cell code format defined in Unica Campaign

Availability

This property is applicable only if you have installed Unica Interact.

InteractDT | partitions | partition[n] | Interact | whiteList | [AudienceLevel] | offersBySQL

These configuration properties define the default cell code for the offersBySQL table. You need to configure these properties only if you are use SQL queries to get a desired set of candidate offers.

DefaultCellCode

Description

The default cell code Unica Interact uses for any offer in the OffersBySQL table(s) that has a null value in the cell code column (or if the cell code column is missing altogether. This value must be a valid cell code.

Default value

No default value defined.

Valid Values

A string that matches the cell code format defined in Unica Campaign

Availability

This property is applicable only if you have installed Unica Interact.

InteractDT | partitions | partition[n] | Interact | whiteList | [AudienceLevel] | ScoreOverride

These configuration properties define the default cell code for the score override table. You need to configure these properties only if you are defining individual offer assignments.

DefaultCellCode

Description

The default cell code Unica Interact uses if you do not define a cell code in the score override table.

Default value

No default value defined.

Valid Values

A string that matches the cell code format defined in Unica Campaign

Availability

This property is applicable only if you have installed Unica Interact.

InteractDT | partitions | partition[n] | Interact | outboundChannels

These configuration properties enable you to tune the outbound channels for triggered messages.

Note: The out of the box gateways with names "EMail", "MobilePush", "UBX" are now available under this node.

category name

Description

This property defines the name of this outbound channel. The name must be unique among all outbound channels.

name

Description

The name of your outbound channel.



Note: You must restart your application server for the changes to take effect.

InteractDT | partitions | partition[n] | Interact | outboundChannels | Parameter Data

These configuration properties enable you to tune the outbound channels for triggered messages.

cateogry name

Description

This property defines the name of this parameter. The name must be unique among all parameters for that outbound channnel.

value

Description

This property defines the parameters, in the format of name value pairs, needed by this outbound gateway.

InteractDT | partitions | partition[n] | Interact | Simulator

These configuration properties define the server group you want to use to run API simulations.

serverGroup

Description

Specify the runtime server group that is used to run API simulations.

Default value

defaultServerGroup

InteractDT | partitions | partition[n] | Interact | dataGovernance

dataGovernance is used to configure the masking values to be used for Text/Numeric/Date data types. The values configured here shall be used to mask the profile attributes as per their data type.

There are no validations for these configurations while saving, but these values are validated every time when we need to mask any data. The parameters in the dataGovernance node are as follows:

maskTextDataAs

Accepts any text data and cannot be blank.

Default value is ****.

maskNumbericDataAs

Accepts only numeric data and cannot be blank.

Default value is o.

maskDateDataAs

Allows any valid date in dd-MM-yyyy format or MM-dd-yyyy format. System interprets the input as dd-MM-yyyy first and then MM-dd-yyyy to convert this input to a valid date.

Default value is 01-01-2100.

InteractDT | partitions | partition[n] | Interact | offerArbitration

OfferArbitration allows you to make offers-related miscellaneous configurations for Interact Design time. It allows you make Campaign as an optional property of Strategy.

isCampiagnRequiredForStrategy

Description

This setting can have two values:

- YES: A campaign must be selected when you create, edit, or copy a strategy.
- NO: Campaign is not required.

Default value

NO

includeExpiredRuleInfoInDeployment

Description

If a smart rule or flex offer Rule is expired, its details are not deployed to Interact runtime. Use this configuration to deploy offer information even when the smart rule or flex offer rule is expired.

Default value

NO

includeDisabledRuleInfoInDeployment

Description

If a smart rule or flex offer Rule is disabled, its details are not deployed to Interact runtime. Use this configuration to deploy offer information even when the smart rule or flex offer rule is expired.

Default value

NO

Chapter 17. Real-time offer personalization on the client side

There may be situations where you want to provide real-time offer personalization without implementing low-level Java[™] code or SOAP calls to the Unica Interact server. For example, when a visitor initially loads a web page where Javascript content is your only extended programming available, or when a visitor opens an email message where only HTML content is possible. Unica Interact provides several connectors that provide real-time offer management in situations where you have control only over the web content that is loaded on the client side, or where you want to simplify your interface to Unica Interact.

Your Unica Interact installation includes two connectors for offer personalization that is initiated on the client side:

- About the Unica Interact Message Connector on page 389. Using the Message Connector, web content in email messages (for example) or other electronic media can contain image and link tags to make calls to the Unica Interact server for page-load offer presentation and click-through landing pages.
- About the Unica Interact Web Connector on page 402. Using the Web Connector (also called the JS Connector) web pages can use client-side JavaScript[™] to manage offer arbitration, presentation, and contact/response history through page-load offer presentation and click-through landing pages.

About the Unica Interact Message Connector

The Unica Interact Message Connector allows email messages and other electronic media to make calls to Unica Interact to allow personalized offers to be presented at open-time, and when the customer clicks-through the message to the specified site. This is accomplished through the use of two key tags: The image tag (IMG), which loads the personalized offers at open-time, and the link tag (A), which captures information about click-through and redirects the customer to a specific landing page.

Example

Example

The following example shows some HTML code that you might include in a marketing spot (for example, within an email message) that contains both an IMG tag URL (which passes information when the document opens to the Unica Interact server and retrieves the appropriate offer image in response) and an a tag URL (which determines what information is passed to the Unica Interact server on click-through):

<a href="http://www.example.com/MessageConnector/offerClickthru.jsp?

msgId=1234&linkId=1&userid=1&referral=test"><img src="http:// www.example.com/MessageConnector/offerImage.jsp?

msgId=1234&linkId=1&userid=1&incomeLevel=5&incomeType=numeric"/>

In the following example, an IMG tag is enclosed in an A tag, causes the following behavior:

- 1. When the email message is opened, the Message Connector receives a request containing the information encoded in the IMG tag: the msgID and linkID for this message, and customer parameters that include userid, income level, and income type.
- 2. This information is passed through an API call to the Unica Interact runtime server.

- 3. The runtime server returns an offer to the Message Connector, which retrieves the URL of the offer image, and provides that URL (with any additional parameters included) and redirects the image request to that offer URL.
- 4. The customer sees the offer as an image.

At that point, the customer may click that image to respond to the offer in some way. That click-through, using the A tag and its specified HREF attribute (which specifies the destination URL) sends another request to the Message Connector for a landing page linked to that offer's URL. The customers browser is then redirected to the landing page as configured in the offer.

Note that a click-through a tag is not strictly necessary; the offer may consist of an image only, such as a coupon for the customer to print.

Installing the Message Connector

The files you require to install, deploy, and run the Message Connector have automatically been included with your Unica Interact runtime server installation. This section summarizes the steps needed to get the Message Connector ready for use.

Installing and deploying the Message Connector involves the following tasks:

- Optionally, configuring the default settings for the Message Connector as described in Configuring the Message Connector on page 390.
- Creating the database tables needed to store the Message Connector transaction data as described in Creating the Message Connector Tables on page 396.
- Installing the Message Connector web application as described in Deploying and running the Message Connector on page 398.
- Creating the IMG and A tags in your marketing spots (email or web pages, for example) needed to call Message Connector offers on open and click-through, as described in Creating the Message Connector links on page 398.

Configuring the Message Connector

Before you deploy the Message Connector, you must customize the configuration file included with your installation to match your specific environment. You can modify the XML file called MessageConnectorConfig.xml found in your Message Connector directory on the Unica Interact runtime server, similar to <Unica Interact_home>/msgconnector/config/ MessageConnectorConfig.xml.

About this task

The MessageConnectorConfig.xml file contains some configuration settings that are required, and some that are optional. The settings that you use must be customized for your specific installation. Follow the steps here to modify the configuration.

- 1. If the Message Connector is deployed and running on your web application server, undeploy the Message Connector before continuing.
- 2. On the Unica Interact runtime server, open the MessageConnectorConfig.xml file in any text or XML editor.
- 3. Modify the configuration settings as needed, making sure that the following *required* settings are correct for your installation.

- <interactUrl>. The URL of the Unica Interact runtime server on which the Message Connector runs and to which the Message Connector page tags must connect.
- <interactUsername>. The Unica Interact username authenticates Message Connector with Unica Interact runtime. It is required when Unica Interact API authentication (Affinium|interact|general|API) is set to True.
- <interactPassword>. The Unica Interact password authenticates Message Connector with Unica Interact runtime. It is required when Unica Interact API authentication (Affinium|interact|general|API) is set to True. Only the passwords, encrypted using the Platform's encryptPasswords utility are valid. Plain text passwords are not allowed.
- <imageErrorLink>, the URL to which the Message Connector will redirect if an error occurs while processing a request for an offer image.
- <landingPageErrorLink>, the URL to which the Message Connector will redirect if an error occurs while processing a request for an offer landing page.
- <audienceLevels>, a section of the configuration file that contains one or more set of audience level settings, and which specifies the default audience level if none is specified by the Message Connector link. There must be at least one audience level configured.

All of the configuration settings are described in greater detail in Message Connector Configuration Settings on page 391.

- 4. When you have completed the configuration changes, save and close the MessageConnectorConfig.xml file.
- 5. Continue setting up and deploying the Message Connector.

Message Connector Configuration Settings

To configure the Message Connector, you can modify the XML file called MessageConnectorConfig.xml found in your Message Connector directory on the Unica Interact runtime server, usually <Unica Interact_home>/msgconnector/ config/MessageConnectorConfig.xml. Each of the configurations in this XML file are described here. Be aware that if you modify this file after the Message Connector is deployed and running, be sure to undeploy and redeploy the Message Connector or restart the application server to reload these settings after you are done modifying the file.

General Settings

The following table contains a list of the optional and required settings contained in the generalSettings section of the MessageConnectorConfig.xml file.

Table 30. Message Connector General Settings

<interactURL>

The URL of Unica Interact runtime server, which handle the calls from the Message Connector page tags, such as the runtime server on which the Message Connector runs. This element is required.

http://localhost:7001/interact

Table 30. Message Connector General Settings

(continued)		
<interactusername></interactusername>	The Unica Interact username	
	authenticates Message Connector with	
	Unica Interact runtime. It is required	
	when Unica Interact API authentication	
	(Affinium interact general API) is set	
	to True.	
<interactpassword></interactpassword>	The Unica Interact password	
	authenticates Message Connector with	
	Unica Interact runtime. It is required	
	when Unica Interact API authentication	
	(Affinium interact general API) is set	
	to $\underline{\mathtt{True}}.$ Only the passwords, encrypted	
	using the Platform's encryptPasswords	
	utility are valid. Plain text passwords are	
	not allowed.	
<defaultdatetimeformat></defaultdatetimeformat>	The default date format.	MM/dd/yyyy
<log4jconfigfilelocation></log4jconfigfilelocation>	The location of the Log4j	config/MessageConnectorLog4j.
	property file. It is relative to	properties
	\$MESSAGE_CONNECTOR_HOME	
	environment variable if it is set;	
	otherwise, this value is relative to the	
	root path of Message Connector web	
	application.	

Default Parameter Values

The following table contains a list of the optional and required settings contained in the defaultParameterValues section of the MessageConnectorConfig.xml file.

Table 31. Message Connector Default Parameter Settings

Element	Description Default Value	
<interactivechannel></interactivechannel>	The name of the default interactive channel.	
<interactionpoint></interactionpoint>	The name of the default interaction point.	

Table 31. Message Connector Default Parameter Settings

(continued)

Element	Description	Default Value
<debugflag></debugflag>	Determines whether debugging is enabled. The allowed values are true and false.	false
<contacteventname></contacteventname>	The default name of the contact event that is posted.	
<accepteventname></accepteventname>	The default name of the accept event that is posted.	
<imageurlattribute></imageurlattribute>	The default offer attribute name that contains the URL for the offer image, if none is specified in the Message Connector link.	
<landingpageurlattribute></landingpageurlattribute>	The default URL for the click-through landing page if none is specified in the Message Connector link.	

Behavior Settings

The following table contains a list of the optional and required settings contained in the behaviorSettings section of the MessageConnectorConfig.xml file.

Table 32. Message Connector Behavior Settings

Element	Description	Default Value
<imageerrorlink></imageerrorlink>	The URL to which the connector redirects if an error occurs while processing a request for an offer image. This setting is required.	/images/default.jpg
<landingpageerrorlink></landingpageerrorlink>	The URL to which the connector redirects if an error occurs while processing a request for a click-through landing page. This setting is required.	/jsp/default.jsp
<alwaysuseexistingoffer></alwaysuseexistingoffer>	Determines whether the cached offer should be returned, even if it already expired. The allowed values are true and false.	false

Table 32. Message Connector Behavior Settings

(continued)

Element	Description	Default Value
<offerexpireaction></offerexpireaction>	The action to take if the original offer is found, but is already expired. Allowed values are:	RedirectToErrorPage
	GetNewOfferRedirectToErrorPageReturnExpiredOffer	

Storage Settings

The following table contains a list of the optional and required settings contained in the storageSettings section of the MessageConnectorConfig.xml file.

Table 33. MessageConnector Storage Settings

Elem

ent	Description	Default Value
<persis< td=""><td>When the cache persists new entries into the database. The</td><td>WRITE-THROUGH</td></persis<>	When the cache persists new entries into the database. The	WRITE-THROUGH
tenceMo	allowed values are ${\tt write-behind}$ (where data is written to the	
de>	cache initially, and updated to the database at a later time) and	
	WRITE-THROUGH (where data is written to the cache and to the	
	database at the same time).	
<maxcac< td=""><td>The maximum number of entries in the memory cache.</td><td>5000</td></maxcac<>	The maximum number of entries in the memory cache.	5000
heSize>		
<maxper< td=""><td>The maximum batch size while persisting entries into the</td><td>200</td></maxper<>	The maximum batch size while persisting entries into the	200
sistenc	database.	
eBatchS		
ize>		
<maccac< td=""><td>The maximum time in seconds an entry stays in the cache before it</td><td>3</td></maccac<>	The maximum time in seconds an entry stays in the cache before it	3
hePersi	is persisted into the database.	
stInter		
val>		

Table 33. MessageConnector Storage Settings

(continued)

Elem		
ent	Description	Default Value
<maxele< td=""><td>The maximum number of entries in the disk cache.</td><td>5000</td></maxele<>	The maximum number of entries in the disk cache.	5000
mentond		
isk>		
<cachee< td=""><td>The maximum amount of time for the entries in the disk cache to</td><td>60000</td></cachee<>	The maximum amount of time for the entries in the disk cache to	60000
ntryTim	persist before expiring.	
eToExpi		
reInSec		
onds>		
<jdbcse< td=""><td>A section of the XML file containing specific information if</td><td>Configured by default to connect to a</td></jdbcse<>	A section of the XML file containing specific information if	Configured by default to connect to a
ttings>	a JDBC connection is used. It is mutually exclusive with the	SQLServer database configured on the local
	<datasourcesettings> Section.</datasourcesettings>	server, but if you enable this section you must provide the actual JDBC settings and credentials to log in.
<dataso< td=""><td>A section of the XML file containing specific information if a</td><td>Configured by default to connect to the</td></dataso<>	A section of the XML file containing specific information if a	Configured by default to connect to the
urceSet	data source connection is used. It is mutually exclusive with the	InteractDS data source defined on the local
tings>	<jdbcsettings> section.</jdbcsettings>	web application server.

Audience Levels

The following table contains a list of the optional and required settings contained in the audienceLevels section of the MessageConnectorConfig.xml file.

Note that the audienceLevels element is optionally used to specify the default audience level to use if none is specified in the Message Connector link, as in the following example:

<audienceLevels default="Customer">

In this example, the value for the default attribute matches the name of an audienceLevel defined in this section. There must be at least one audience level defined in this configuration file.

Table 34. MessageConnector Audience Level Settings

Element	Element	Description	Default Value
<audiencelevel></audiencelevel>	The element containing the		
	audience level configuration.		
		Provide a name attribute,	

Table 34. MessageConnector Audience Level Settings

(continued)

Element	Element	Description	Default Value
		as in <audiencelevel name="Customer"></audiencelevel 	
	<messagelogtable></messagelogtable>	The name of the log table. This value is required.	UACI_MESSAGE_CONNECTOR_LOG
<fields></fields>	<field></field>	The definition of one or more audience ID fields for this audienceLevel.	
	<name></name>	The name of the audience ID field, as specified in the Interact runtime.	
	<httpparametername></httpparametername>	The corresponding parameter name for this audience ID field.	
	<dbcolumnname></dbcolumnname>	The corresponding column name in the database for this audience ID field.	
	<type></type>	The type of the audience ID field, as specified in the Interact runtime. Values can be string or numeric.	

Creating the Message Connector Tables

Before you can deploy the Unica Interact Message Connector, you must first create the tables in the database where the Unica Interact runtime data is stored. You'll create one table for each audience level you have defined. For each audience level, Unica Interact will use the tables you create to record information about Message Connector transactions.

About this task

Use your database client to run the Message Connector SQL script against the appropriate database or schema to create the necessary tables. The SQL scripts for your supported database are installed automatically when you install the Unica Interact runtime server. See the worksheets you completed in the *Unica Interact Installation Guide* for details about connecting to the database that contains the Unica Interact runtime tables.

- 1. Launch your database client and connect to the database in which your Unica Interact runtime tables are currently stored.
- 2. Run the appropriate script in the <*Unica Interact_home>/msgconnector/scripts/ddl* directory. The following table lists the sample SQL scripts you can use to manually create the Message Connector tables:

Data source type		Script name
IBM® DB2®	db_scheme_db2.sql	
Microsoft [™] SQL Server	db_scheme_sqlserver.sql	
Oracle	db_scheme_oracle.sql	
MariaDB	db_scheme_mariadb.sql	

Table 35. Scripts for creating the Message Connector tables

Note that these scripts are provided as samples. You may use a different naming convention or structure for audience ID values, so you may need to modify the script before running it. In general, it is a best practice to have one table dedicated to each audience level.

The tables are created to contain the following information:

Table 36. Information created by the sample SQL scripts

Column Name	Description	
LogId	The primary key of this entry.	
MessageId	The unique identifier of each messaging instance.	
LinkId	The unique identifier of each link in the electronic media (such as an email message).	
OfferImageUrl	The URL to the related image of the returned offer.	
OfferLandingPageUrl	The URL to the related landing page of the returned offer.	
TreatmentCode	The treatment code of the returned offer.	
OfferExpirationDate	The expiration date and time of the returned offer.	
OfferContactDate	The date and time that the offer was returned to the client.	
AudienceId	The audience ID of the electronic media.	

Note the following about this table:

- Depending on the audience level, there will be one Audienceld column for each component of the audience key.
- The combination of Messageld, Linkld, and Audienceld(s) forms a unique key of this table.

When the script has finished running, you have created the necessary tables for the Message Connector.

Results

You are now ready to deploy the Message Connector web application.

Deploying and running the Message Connector

The Unica Interact Message Connector is deployed as a stand-alone web application on a supported web application server.

Before you begin

Before you can deploy the Message Connector, be sure that the following tasks have been complete:

- You must have installed the Unica Interact runtime server. The deployable Message Connector application is automatically installed along with the runtime server, and is ready to deploy from your Unica Interact home directory.
- You must also have run the SQL scripts provided with your installation to create the necessary tables in the Unica Interact runtime database for use by the Message Connector as described in Creating the Message Connector Tables on page 396

About this task

Just as you deploy other applications on a web application server before you can run them, you must deploy the Message Connector application to make it available for serving offers.

- 1. Connect to your web application server management interface with the necessary privileges to deploy an application.
- 2. Follow the instructions for your web application server to deploy and run the file called <Unica Interact_home>/
 msgconnector/MessageConnector.war

Replace < Unica Interact_home> with the actual directory into which the Unica Interact runtime server is installed.

- 3. Following steps are needed in case of configuring message connector with JBOSS
 - a. Add a database module.
 - b. Note name of Module given at the time of module creation.
 - c. goto <INSTALL_DIR>/Interact/msgconnector/MessageConnector.war/WEB-INF/jboss-deploymentstructure.xml uncomment section in dependency and give module name same as given at time of module creation. For example: - The module created at time JBoss setup for DB2 is ---> com.ibm, then jbossdepolyment-structure.xml should have entries as shown below: <?xml version="1.0" encoding="UTF-8"? ><deployment><dependencies><module name="com.ibm" export="true"/></dependencies></deployment></ jboss-deployment-structure>

Results

The Message Connector is now available for use. After you have configured your Unica Interact installation to create the underlying data that the Message Connector will use to provide offers, such as interactive channels and strategies, flowcharts, offers, and so on, you can create the links in your electronic media that the Message Connector will accept.

Creating the Message Connector links

To use the Message Connector to provide custom offer images when an end-user interacts with your electronic media (such as by opening an email message), and custom landing pages when the end-user clicks through the offer, you need to create the links to embed in your message. This section provides a summary of the HTML tagging of those links.

About this task

Regardless of the system you use to generate your outgoing messages to end users, you need to generate the HTML tagging to contain the appropriate fields (provided in the HTML tags as attributes) containing information you want to pass to the Interact runtime server. Follow the steps below to configure the minimum information needed for a Message Connector message.

Note that although the instructions here refer specifically to messages containing Message Connector links, you can follow the same steps and configuration to add links to web pages or any other electronic media.

- 1. Create the IMG link that will appear in your message with, at a minimum, the following parameters:
 - \bullet $\tt msgID$, indicating the unique identifier for this message.
 - linkID, indicating the unique identifier for the link in the message.
 - audienceID, the identifier of the audience to which the recipient of the message belongs.

Note that if the audience ID is a composite ID, all of those components must be included in the link. You may also include optional parameters that include audience level, interactive channel name, interaction point name, image location URL, and your own custom parameters not specifically used by the Message Connector.

2. Optionally, create an A link that encloses the IMG link so that, when the user clicks the image, the browser loads a page containing the offer for the user.

The A link must also contain the three parameters listed above (msgID, linkID, and audienceID), plus any optional parameters (audience level, interactive channel name, and interactive point name) and custom parameters not specifically used by the Message Connector.

Note that the A link will most likely contain a Message Connector IMG link, but can also stand alone on the page as needed. If the link does contain an IMG link, the IMG link should contain the same set of parameters as the enclosing A link (including any optional or custom parameters).

3. When the links are correctly defined, generate and send the email messages.

Results

For detailed information on the available parameters, and sample links, see "IMG" and "A" tag HTTP Request parameters on page 399

"IMG" and "A" tag HTTP Request parameters

When Message Connector receives a request, either because an end user opened an email containing a Message Connectorencoded IMG tag or because the end user clicked-through an A tag, it parses the parameters included with the request to return the appropriate offer data. This section provides a list of the parameters that can be included in the requesting URL (either the IMG tag (loaded automatically when a tagged image is displayed when the email is opened) or the A tag (loaded when the person viewing the email clicks through the message to the specified site).

Parameters

When Message Connector receives a request, it parses the parameters included with the request. These parameters include some or all of the following:

Parameter Name	Description	Required?	Default Value
msgId	The unique identifier of the email instance or web page.	Yes	None. This is provided by the system creating the unique instance of the email message or web page containing the tag.
linkId	The unique identifier of the link in this email or web page.	Yes	None. This is provided by the system creating the unique instance of the email message or web page containing the tag.
audienceLevel	The audience level to which the recipient of this communication belongs.	No	The audienceLevel specified as the default in the audienceLevels element found in the MessageConnectorConfig.xml file.
ic	The name of the target interactive channel (IC)	No	The value of the interactiveChannel element found in the defaultParameterValues section of the MessageConnectorConfig.xml file, which is "interactiveChannel" by default.
ip	The name of the applying interaction point (IP)	No	The value of the interactionPoint element found in the defaultParameterValues section of the MessageConnectorConfig.xml file, which is "headBanner" by default.
offerImageUrl	The URL of the target offer image for the IMG URL in the message.	No	None.
offerImageUrlAttr	The name of the offer attribute that has the URL of the target offer image	No	The value of the imageUrlAttribute element found in the defaultParameterValues section of the MessageConnectorConfig.xml file.
offerLandingPageUrl	The URL of the landing page corresponding to the target offer.	No	None.
offerLandingPageUrlAttr	The name of the offer attribute that has the URL of the landing page corresponding to the target offer.	No	The value of the landingPageUrlAttribute element found in the defaultParameterValues section of the MessageConnectorConfig.xml file.
contactEvent	The name of the contact event.	No	The value of the contactEventName element found in the defaultParameterValues section of the MessageConnectorConfig.xml file, which is "contact" by default.
responseEvent	The name of the accept event.	No	The value of the acceptEventName element found in the defaultParameterValues section of the MessageConnectorConfig.xml file, which is "accept" by default.
debug	The debug flag. Set this parameter to "true" only for troubleshooting and at the instruction of technical support.	No	The value of the debugFlag element found in the defaultParameterValues section of the MessageConnectorConfig.xml file, which is "false" by default.
<audience id=""></audience>	The audience ID of this user. The name of this parameter is defined in the configuration file.	Yes	None.

When the Message Connector receives a parameter that is unrecognized (that is, does not appear in the above list), it is handled in one of two possible ways:

 If an unrecognized parameter is provided (for example, "attribute", as in attribute="attribute="attribute") and there is a matching parameter of the same name plus the word "Type" (for example, "attributeType", as in attributeType="string"), this causes the Message Connector to create a matching Unica Interact parameter and pass it to the Unica Interact runtime.

The values for the Type parameter can be any of the following:

- string
- numeric
- datetime

For a parameter of type "datetime," the Message Connector also looks for a parameter of the same name plus the word "Pattern" (for example, "attributePattern") whose value is a valid date/time format. For example, you might provide the parameter attributePattern="MM/dd/yyyy".

Note that if you specify a parameter type of "datetime" but do not provide a matching date pattern, the value specified in the Message Connector configuration file (found in <installation_directory>/msgconnector/ config/MessageConnectorConfig.xml) on the Unica Interact server is used.

• If an unrecognized parameter is provided and there is no matching Type value, Message Connector passes that parameter to the target redirect URL.

For all unrecognized parameters, the Message Connector passes them to the Unica Interact runtime server without processing or saving them.

Example

Example Message Connector Code

The following a tag contains an example of a set of Message Connector links that might appear in an email message:

```
<a href="http://www.example.com/MessageConnector/offerClickthru.jsp?msgId=234
&linkId=1&userid=1&referral=xyz">
<img src="http://www.example.com/MessageConnector/offerImage.jsp?msgId=234&linkId=1
&userid=1&incomeCode=3&incomeType=numeric"/>
</a>
```

In this example, the ING tag loads automatically when the email message is opened. By retrieving the image from the specified page, the message passes the parameters for the unique message identifier (msgID), unique link identifier (linkID), and unique user identifier (userid), along with two additional parameters (incomeCode and incomeType) to be passed to the Unica Interact runtime.

The A tag provides the HREF (Hypertext Reference) attribute that turns the offer image into a clickable link in the email message. If the viewer of the message, upon seeing the image, clicks through to the landing page, the unique message identifier (msgId), link identifier (linkId), and user identifier (userid) are passed through to the server, as well as one additional parameter (referral) that is passed to the target redirect URL.

About the Unica Interact Web Connector

The Unica Interact WebConnector (also referred to as the JavaScript[™] Connector, or JSConnector) provides a service on the Unica Interact runtime server that allows JavaScript[™] code to call the Unica Interact Java[™] API. This enables web pages to make calls to Unica Interact for real-time offer personalization using only embedded JavaScript[™] code, without having to rely on web development languages (such as Java[™], PHP, JSP, and so on). For example, you might embed a small snippet of JavaScript[™] code on each page of your web site that serve offers recommended by Unica Interact, so that each time the page loads, calls are made to the Unica Interact API to ensure that the best offers are displayed on the loading page for the site visitor.

Use the Unica Interact Web Connector in situations where you want to display offers to visitors on a page where you may not have server-side programmatic control over the page display (as you would with, for example, PHP or other server-based scripting), but can still embed JavaScript[™] code in your page content that will be executed by the visitor's web browser.

Tip: The Unica Interact Web Connector files are installed automatically onto your Unica Interact runtime server, in the directory <<u>Unica Interact_home</u>>/jsconnector. In the directory <<u>Unica Interact_home</u>>/jsconnector, you'll find a ReadMe.txt containing important notes and details about the Web Connector features, as well as sample files and the Web Connector source code to use as the basis for developing your own solutions. If you do not find information to answer your questions here, see the jsconnector directory for more information.

Installing the Web Connector on the runtime server

An instance of the Web Connector is installed automatically with your Unica Interact runtime server, and is enabled by default. However, there are some settings you must modify before you can configure and use the Web Connector.

About this task

The settings you must modify before you can use the Web Connector that is installed on the runtime server are added to the web application server's configuration. For that reason, you will need to restart the web application server after completing these steps.

1. For the web application server on which the Unica Interact runtime server is installed, set the following Java[™] properties:

-DUI_JSCONNECTOR_ENABLE_INPROCESS=true

-DUI_JSCONNECTOR_HOME=<jsconnectorHome>

Replace < *jsconnectorHome*> with the path to the jsconnector directory on the runtime server, which is <Unica Interact_Home>/jsconnector.

The way in which you set the Java[™] properties depends on your web application server. For example, in WebLogic, you would edit the startWebLogic.sh or startWebLogic.cmd file to update the JAVA_OPTIONS setting, as in this example:

JAVA_OPTIONS="\${SAVE_JAVA_OPTIONS} -DUI_JSCONNECTOR_HOME=/UnicaFiles/jsconnector"

In WebSphere® Application Server, you would set this property in the Java[™] virtual machine panel of the administration console.

See your web application server documentation for specific instructions on setting Java™ properties.

2. Restart your web application server if it was already running, or start your web application server now, to make sure that the new Java[™] properties are used.

Results

When the web application server has completed its startup process, you have finished installing the Web Connector on the runtime server. The next step is to connect to its Configuration web page at http://<host>:<port>/interact/ jsp/WebConnector.jsp, where <host> is the Unica Interact runtime server name, and <port> is the port on which the Web Connector is listening, as specified by the web application server.

Installing the Web Connector as a separate web application

An instance of the Web Connector is installed automatically with your Unica Interact runtime server, and is enabled by default. However, you can also deploy the Web Connector as its own web application (for example, in a web application server on a separate system) and configure it to communicate with the remote Unica Interact runtime server.

About this task

These instructions describe the process of deploying the Web Connector as a separate web application with access to a remote Unica Interact runtime server.

Before you can deploy the Web Connector, you must have installed the Unica Interact runtime server, and you must have a web application server on another system with network access (not blocked by any firewall) to the Unica Interact runtime server.

1. Copy the jsconnector directory containing the Web Connector files from your Unica Interact runtime server to the system where the web application server (such as WebSphere® Application Server) is already configured and running.

You can find the jsconnector directory in your Unica Interact installation director.

2. On the system where you'll be deploying the Web Connector instance, configure the jsconnector/jsconnector.xml file using any text or XML editor to modify the interactURL attribute.

This is set by default to http://localhost:7001/interact, but you must modify it to match the URL of the remote
Unica Interact runtime server, such as http://runtime.example.com:7011/interact.

After you deploy the Web Connector, you can use a web interface to customize the remaining settings in the jsconnector.xml file. See Configuring the Web Connector on page 404 for more information.

3. For the web application server on which you will be deploying the Web Connector, set the following Java[™] property:

-DUI_JSCONNECTOR_HOME=<jsconnectorHome>

Replace < *jsconnectorHome*> with the actual path to where you copied the *jsconnector* directory onto the web application server.

The way in which you set the Java[™] properties depends on your web application server. For example, in WebLogic, you would edit the startWebLogic.sh or startWebLogic.cmd file to update the JAVA_OPTIONS setting, as in this example:

JAVA_OPTIONS="\${SAVE_JAVA_OPTIONS} -DUI_JSCONNECTOR_HOME=/Unica InteractFiles/jsconnector"

In WebSphere® Application Server, you would set this property in the Java[™] virtual machine panel of the administration console.

See your web application server documentation for specific instructions on setting Java™ properties.

 Restart your web application server if it was already running, or start your web application server in this step, to make sure that the new Java[™] property is used.

Wait for the web application server to complete its startup process before continuing.

- 5. Connect to your web application server management interface with the necessary privileges to deploy an application.
- 6. Follow the instructions for your web application server to deploy and run the following file: jsConnector/jsConnector.war

Results

The Web Connector is now deployed in the web application. After you have your fully-configured Unica Interact server up and running, the next step is to connect to the Web Connector Configuration web page at http:// <host>: <port>/interact/ jsp/WebConnector.jsp, where <host> is the system running the web application server on which you just deployed the Web Connector, and <port> is the port on which the Web Connector is listening, as specified by the web application server.

Configuring the Web Connector

Configuration settings for the Unica Interact Web Connector are stored in a file called jsconnector.xml that is stored on the system where the Web Connector is deployed (such as the Unica Interact runtime server itself, or a separate system running a web application server). You can edit the jsconnector.xml file directly using any text editor or XML editor; however, an easier way to configure almost all of the available configuration settings is to use the Web Connector Configuration page from your web browser.

Before you begin

Before you can use the web interface to configure the Web Connector, you must install and deploy the web application that provides the Web Connector. On the Unica Interact runtime server, an instance of the Web Connector is installed automatically when you install and deploy Unica Interact. On any other web application server, you must install and deploy the Web Connector web application as described in Installing the Web Connector as a separate web application on page 403.

1. Open your supported web browser and open a URL similar to the following:

http://<host>:<port>/interact/jsp/WebConnector.jsp

- Replace <host> with the server on which the Web Connector is running, such as the host name of the runtime server or the name of the server on which you deployed a separate instance of the Web Connector.
- Replace <port> with the port number on which the Web Connector web application is listening for connections, which usually matches the web application server's default port.
- 2. On the Configurations page that appears, complete the following sections:

Table 37. Web Connector Configuration Settings Summary

Section	Settings
Basic Settings	Use the Basic Settings page to configure the overall Web Connector behavior for the site on which you'll be rolling out the tagged pages. These settings include the base URL for the site, information that Unica Interact needs to use about the visitors to the site, and similar settings that apply to all of the pages you plan to tag with Web Connector code.
	See WebConnector Configuration Basic Options on page 406 for details.
HTML Display Types	Use the HTML Display Types page to determine the HTML code that will be provided for each interaction point on the page. You can choose from the list of default templates (.flt files) that contain some combination of cascading style sheet (CSS) code, HTML code, and Javascript code to use for each interaction point. You can use the templates as provided, customize them as needed, or create your own.
	Configuration settings on this page correspond to the interactionPoints section of the jsconnector.xml configuration file.
	See WebConnector Configuration HTML Display Types on page 408 for details.
Enhanced Pages	Use the Enhanced Pages page to map page-specific settings to a URL pattern. For example, you might set up a page mapping such that any URL containing the text "index.htm" displays your general welcome page, with specific page load events and interaction points defined for that mapping.
	Configuration settings on this page correspond to the pageMapping section of the jsconnector.xml configuration file.
	See WebConnector Configuration Enhanced Pages on page 410 for details.
debug mode (not rec Tag integration, and Configurations.	s page, verify that the site-wide settings are valid for your installation, and optionally specify commended unless you are troubleshooting a problem), Digital Analytics for On Premises Page the default settings for most Interaction Points, then click the HTML Display Types link under y types page, follow these steps to add or modify display templates that define the interaction her web page.
By default, display te	emplates (.flt files) are stored in < jsconnector_home>/conf/html.
	file from the list that you want to examine or use as your starting point, or click Add a Type to , blank Interaction Point template to use.
Information a	about the template's contents, if any, appears next to the template list.

b. Optionally, modify the name of the template in the **File name for this display type** field. For a new template, update CHANGE_ME.flt to something more meaningful.

If you rename the template here, the Web Connector creates a new file with that name the next time the template is saved. Templates are saved when you modify the body of the text, and then navigate to any other field.

c. Modify or complete the HTML Snippet information as needed, including any stylesheet (CSS), JavaScript[™], and HTML code you want to include. Note that you can also include variables that will be replaced by Unica Interact parameters at runtime. For example, \${offer.HighlightTitle} is automatically replaced by the offer title in the specified location of the Interaction Point.

Use the examples that appear below the HTML Snippet field for indications of how to format your CSS, JavaScript[™], or HTML code blocks.

- 5. Use the Enhanced Pages page as needed to set up the page mappings that determine how specific URL patterns are handled on the pages.
- 6. When you have finished setting the configuration properties, click Roll Out the Changes.

Clicking Roll Out the Changes performs the following actions:

- Displays the Unica Interact Web Connector page tag, which contains the JavaScript[™] code that you can copy from the Web Connector page and insert onto your web pages.
- Backs up the existing Web Connector configuration file on the Unica Interact server (the jsconnector.xml file on the server where the Web Connector is installed) and creates a new configuration file with the settings you've defined.

Backup configuration files are stored in <jsconnector_home>/conf/archive/ jsconnector.xml.<date>.<time>, as in jsconnector.xml.20111113.214933.750-0500 (where the date string is 20111113 and the time string, including the time zone indicator, is 214933.750-0500)

Results

You have now completed configuring the Web Connector.

To modify your configuration, you can either return to the beginning of these steps and perform them again with new values, or you can open the configuration file (<Unica Interact_home>/jsconnector/conf/jsconnector.xml) in any text or XML editor and modify it as needed.

WebConnector Configuration Basic Options

Use the Basic Settings page of the Web Connector Configurations page to configure the overall Web Connector behavior for the site on which you'll be rolling out the tagged pages. These settings include the base URL for the site, information that Unica Interact needs to use about the visitors to the site, and similar settings that apply to all of the pages you plan to tag with Web Connector code.

Site-wide Settings

The Site-wide Settings configuration options are global settings that affect the overall behavior of the installation of the Web Connector you are configuring. You can specify the following values:

Table 38. Site-wide settings for the Web Connector installation

Setting	Description	Equivalent setting in jsconnector.xml
Interact API URL	The base URL of the Unica Interact runtime server.	<interacturl></interacturl>
	Note: This setting is used only if the Web Connector is not running inside of the Interact runtime server (that is, you have deployed it separately).	
Web Connector URL	The base URL used to generate the click-through URL.	<jsconnectorurl ></jsconnectorurl
Interactive Channel name for the target website	The name of the interactive channel you have defined on the Unica Interact server that represents this page mapping.	<interactivechann el></interactivechann
Audience Level of Visitors	The Unica Campaign audience level for the inbound visitor; used in the API call to the Unica Interact runtime.	<audiencelevel></audiencelevel>
Audience ID Field Name in the Profile Table	Name of the audienceld field that will be used in the API call to Unica Interact. Note that there is currently no support for multi-field audience identifiers.	<audienceidfield></audienceidfield>
Data type of the Audience ID Field	The data type of the Audience ID field (either "numeric" or "string") to be used in the API call to Unica Interact.	<audienceidfieldt ype></audienceidfieldt
Cookie Name that represents the Session ID	The name of the cookie that will contain the session ID.	<sessionidcookie ></sessionidcookie
Cookie Name that represents the Visitor ID	The name of the cookie that will contain the visitor ID.	<visitoridcookie></visitoridcookie>

Optional Features

The Optional Features configuration options are optional global settings for the installation of the Web Connector you are configuring. You can specify the following values:

Table 39. Optional site-wide settings for the Web Connector installation

Setting	Description	Equival ent sett ing in jsconne ctor.xml
Enable Debug Mode	Specifies (with a yes or no answer) whether to use a special debug mode. If you enable this feature, the content returned from the Web Connector includes a Javascript call to 'alert', informing the client of the particular page mapping that just occurred. The client must have an entry in the file specified by the <i><authorizeddebugclients></authorizeddebugclients></i> setting in order to get the alert.	<enable DebugM ode></enable
Authorized Debugging Clients Host File	The path to a file that contains the list of hosts or IP (Internet Protocol) addresses that qualify for debug mode. A client's host name or IP address must appear in the specified file for debug information to be collected.	<authori zedDeb ugClient s></authori
Enable Digital Analytics for On Premises Page Tag Integration	Specifies (with a yes or no answer) whether the Web Connector should attach the specified Digital Analytics for On Premises tag at the end of the page content.	<enablen etInsigh tTagging ></enablen
Digital Analytics for On Premises Tag HTML Template File	The HTML/Javascript template used to integrate a call to the Digital Analytics for On Premises tag. In general, you should accept the default setting unless you are instructed to provide a different template.	<netinsi ghtTag></netinsi

WebConnector Configuration HTML Display Types

Use the HTML Display Types page to determine the HTML code that will be provided for each interaction point on the page. You can choose from the list of default templates (.flt files) that contain some combination of cascading style sheet (CSS) code, HTML code, and JavaScript[™] code to use for each interaction point. You can use the templates as provided, customize them as needed, or create your own.

Note: Configuration settings on this page correspond to the interactionPoints section of the jsconnector.xml configuration file.

The interaction point can also contain placeholders (zones) into which offer attributes can be dropped automatically. For example, you might include *\${offer.treatMent_code}*} which would be replaced with the treatment code assigned to that offer during the interaction.

The templates that appear on this page are loaded automatically from the files stored in <Unica Interact_home>/ jsconnector/conf/html directory of the Web Connector server. Any new templates you create here are also stored in that directory.

To use the HTML Display Types page to view or modify any of the existing templates, select the .flt file from the list.

To create a new template on the HTML Display Types page, click Add a Type.

Regardless of the method you choose to create or modify a template, the following information appears next to the template list:

Setting	Description	Equivalent setting in jsconnector.xml
File name for this display	The name assigned to the template you are editing. This name must be valid for the operating system on which the Web Connector is running; for example, you cannot use a slash (/) in the name if the operating system is Microsoft [™] Windows [™] .	<htmlsnippet></htmlsnippet>
type	If you are creating a new template, this field is preset to <pre>CHANGE_ME.flt</pre> . You must change this to a meaningful value before continuing.	
HTML Snippet	The specific content that Web Connector should insert into the Interaction Point on the web page. This snippet can contain HTML code, CSS formatting information, or JavaScript [™] to be executed on the page.	No equivalent because the HTML snippet resides in its own file separate from
	Each of those three types of content must be enclosed by BEGIN and END codes, as in the following examples:	jsconnector.xml.
	 \${BEGIN_HTML} <your content="" html=""> \${END_HTML}</your> \${BEGIN_CSS} <your information="" interaction="" point-specific="" stylesheet=""> \${END_CSS}</your> \${BEGIN_JAVASCRIPT} <your code="" interaction="" javascript="" point-specific=""> \${END_JAVASCRIPT}</your> 	
	You can also enter a number of pre-defined special codes that are replaced automatically when the page is loaded, including the following:	
	 \${logAsAccept}: A macro that takes two parameters (a target URL, and the TreatmentCode used to identify the acceptance of the offer) and replaces it with the click-through URL. \${offer.AbsoluteLandingPageURL} \${offer.OFFER_CODE} \${offer.TREATMENT_CODE} \${offer.TextVersion} 	
	• \$offer.AbsoluteBannerURL}	

Setting	Description	Equivalent setting in jsconnector.xml
	Each of the offer codes listed here represent offer attributes defined in the offer template in Unice Comparing that was used by the marketer to create the offere.	
	template in Unica Campaign that was used by the marketer to create the offers that Unica Interact is returning.	
	Note that the Web Connector uses a template engine called FreeMarker that	
	provides many additional options that you may find useful in setting up codes	
	on your page templates. See http://freemarker.org/docs/index.html for more information.	
Example	Contains samples of the type of special codes, including codes that identify	No equivalent.
Special	blocks as HTML, CSS, or JAVASCRIPT, and droppable zones you can insert to	
Codes	refer to specific offer metadata.	

Your changes to this page are saved automatically when you navigate to another Web Connector configuration page.

WebConnector Configuration Enhanced Pages

Use the Enhanced Pages page to map page-specific settings to a URL pattern. For example, you might set up a page mapping such that any incoming URL containing the text "index.htm" displays your general welcome page, with specific page load events and interaction points defined for that mapping.

Note: Configuration settings on this page correspond to the pageMapping section of the jsconnector.xml configuration file.

To use the Enhanced Pages page to create a new page mapping, click the **Add a Page** link and complete the necessary information for the mapping.

Page Info

The Page Info configuration options for the page mapping define the URL pattern that acts as the trigger for this mapping, plus some additional settings for the way this page mapping is handled by Unica Interact.

Setting	Description	Equivalent setting in jsco nnector.xml
URL contains	This is the URL pattern that the Web Connector should watch for in the incoming page request. For example, if the requesting URL contains "mortgage.htm" you might match that to your mortgage information page.	
Friendly name for	A meaningful name for your own reference that describes what this page mapping is	<friendlynam< th=""></friendlynam<>
this page or set of pages	for, such as "Mortgage Information Page".	e>

Setting	Description	Equivalent setting in jsco nnector.xml
Also return offers	A drop-down list to indicate whether you want the Web Connector to include the raw	<enablerawd< th=""></enablerawd<>
as JSON data for	offer data in JavaScript [™] Object Notation (http://www.json.org/) format at the end of	ataReturn>
JavaScript use	the page content.	

Events to fire (onload) when a visit is made to this page or set of pages

These set of configuration options for the page mapping define the URL pattern that acts as the trigger for this mapping, plus some additional settings for the way this page mapping is handled by Unica Interact.

Note: Configuration settings in this section correspond to the pageLoadEvents> section of the jsconnector.xml.

Sett ing	Description	Equivalent setting in jsconnector.xml
Individ	A list of events that are available for this page or set of pages. The events in this list are those	<event></event>
ual	that you have defined in Unica Interact, Select one or more events that you want to occur when	
events	the page is loaded.	

The sequence of Unica Interact API calls is the following:

- 1. startSession
- 2. postEvent for each individual page load event (provided you have defined the individual events in Unica Interact)
- 3. For each Interaction Point:
 - getOffers
 - postEvent(ContactEvent)

Interaction Points (offer display locations) on this page or set of pages

These set of configuration options for the page mapping allow you to select which Interaction Points appear on the pageUnica Interact.

Note: Configuration settings in this section correspond to the cpageMapping> | <page> | <interactionPoints>
section of the jsconnector.xml.

Setting	Description	Equival ent sett ing in jsconne ctor.xml
Interaction Point name checkbox	Each Interaction Point that has been defined in the configuration file appears in this section of the page. Selecting the checkbox next to the name of the Interaction Point displays a number of options available for that Interaction Point.	<interac tionPoin t></interac
HTML Element ID (Unica Interact will set the innerHTML)	The name of the HTML element that should receive the content for this Interaction Point. For example, if you specified <div id="welcomebanner"> on the page, you would enter welcomebanner (the ID value) in this field.</div>	<htmlel ementld ></htmlel
HTML Display Type	A drop-down list that allows you to select the HTML Display Type (the HTML snippets, or .flt files, defined on a previous Web Connector configuration page) to use for this Interaction Point.	<htmlsn ippet></htmlsn
Maximum number of offers to present (if this is a carousel or flipbook)	The maximum number of offers that the Web Connector should retrieve from the Unica Interact server for this Interaction Point This field is optional, and applies only for an Interaction Point that regularly updates the offers presented without reloading the page, as in the carousel scenario where multiple offers are retrieved so that they can be made available one at a time.	<maxnu mberOf Offers></maxnu
Event to fire when the offer is presented	The name of the contact event to be posted for this Interaction Point.	<contact Event></contact
Event to fire when the offer is accepted	The name of the accept event to be posted for this Interaction Point at the time that the offer link is clicked.	<accept Event></accept
Event to fire when the offer is rejected	The name of the reject event to be posted for this Interaction Point. Note: At this time, this feature is not yet used	<rejecte vent></rejecte

Web Connector Configuration Options

In general, you can use a graphical Web Connector interface to configure your Web Connector settings. All of the settings you specify are also stored in a file called jsconnector.xml, found in your <code>jsconnector/conf</code> directory. Each of the parameters that are saved in the jsconnector.xml configuration file is described here.

Parameters and their descriptions

The following parameters are stored in the jsconnector.xml file and are used for Web Connector interactions. There are two ways to modify these settings:

• Using the Web Connector Configuration web page that is automatically available after you have deployed and started the Web Connector application. To use the Configuration web page, use your web browser to open a URL similar to the following: http://<host>:rto/interact/jsp/WebConnector.jsp.

The changes you make on the Administration web page are stored in the jsconnector.xml file on the server where the Web Connector is deployed.

• Edit the jsconnector.xml file directly using any text editor or XML editor. Be sure that you are comfortable editing XML tags and values before using this method.



Note: Any time you edit the jsconnector.xml file manually, you can reload those settings by opening the Web Connector Administration Page (found at http://<host>:<port>/interact/jsp/jsconnector.jsp) and clicking **Reload Configuration**.

The following table describes the configuration options you can set as they appear in the <code>jsconnector.xml</code> file.

Parameter Group	Parameter	Description
defaultPageBehavior		
	friendlyName	A human-readable identifier for the URL Pattern for display on the Web Connector's web configuration page.
	interactURL	The base URL of the Interact runtime server. Note: You need to set this parameter only if the Web Connector (jsconnector) service is running as a deployed web application. You do not need to set this parameter if the WebConnector is running automatically as part of the Interact runtime server.
	jsConnectorURL	The base URL used to generate the click-through URL, such as http://host:port/jsconnector/clickThru
	interactiveChannel	Name of the interactive channel that represents this page mapping.
	sessionIdCookie	Name of the cookie that contains the session ID that is used in the API calls to Unica Interact.

Table 40. Web Connector configuration options

Parameter Group Parameter Description Name of the cookie to contain the audience ID. visitorIdCookie The campaign audience level for the inbound audienceLevel visitor, used in the API call to the Unica Interact runtime. audienceIdField Name of the audienceId field used in the API call to the Unica Interact runtime. Note: Note: There is currently no support for multi-field audience identifiers. The datatype of the audience ID field [numeric | audienceIdFieldType string] used in the API call to the Unica Interact runtime Name of the cookie that to contain the audienceLevelCookie audience level. This is optional. If you do not set this parameter, the system uses what is defined for audienceLevel. Used in the API call to the Unica Interact relyOnExistingSession runtime. In general, this parameter is set to "true". enableInteractAPIDebug Used in the API call to the Unica Interact runtime to enable debugging output to the log files. The event that will be posted once this pageLoadEvents particular page is loaded. Specify one or more events within this tag, in the format similar to <event>event1</event>. All items in this category act as default values interactionPointValues for missing values in the IP specific categories. interactionPointValuescontactEvent Default name of contact event to be posted for this particular interaction point. Default name of accept event to be posted for interactionPointValuesacceptEvent this particular interaction point.

Table 40. Web Connector configuration options (continued)

Parameter Group	Parameter	Description
	interactionPointValuesrejectEvent	Default name of the reject event to be posted for this particular interaction point. (Note: at this time, this feature is not used.)
	interactionPointValueshtmlSnippet	Default name of HTML template to be served for this interaction point.
	interactionPointValuesmaxNumberOfOffers	Default max number of offers to be retrieved from Unica Interact for this interaction point.
	interactionPointValueshtmlElementId	Default name of HTML element to receive the content for this interaction point.
	interactionPoints	This category contains the configuration for each interaction point. For any missing properties the system will rely on what's configured under the interactionPointValues category.
	interactionPointname	Name of the Interaction Point (IP).
	interactionPointcontactEvent	Name of contact event to be posted for this particular IP.
	interactionPointacceptEvent	Name of accept event to be posted for this particular IP.
	interactionPointrejectEvent	Name of the reject event to be posted for this particular IP. (Note that this feature is not yet in use.)
	interactionPointhtmlSnippet	Name of the HTML template to be served for this IP.
	interactionPointmaxNumberOfOffers	Max number of offers to be retrieved from Unica Interactfor this IP
	interactionPointhtmlElementId	Name of the HTML element to receive the content for this interaction point.
	enableDebugMode	Boolean flag (acceptable values: true or false) to turn on special debug mode. If you set this to true, the content returned from the Web Connector includes a JavaScript [™] call to 'alert' informing the client of the particular page mapping that just occurred.

Table 40. Web Connector configuration options (continued)

Parameter Group	Parameter	Description
		The client must have an entry in the authorizedDebugClients file to generate
		the alert.
	authorizedDebugClients	A file used by the special debug mode that contains the list of host names or Internet Protocol (IP) addresses that qualify for debug mode.
	enableRawDataReturn	A Boolean flag (acceptable values: true
		or ${\tt false})$ to determine whether the Web
		Connector attaches the raw offer data in JSON format at the tail end of the content.
	enableNetInsightTagging	A Boolean flag (acceptable values: true
		or false) to determine whether the Web
		Connector attaches a Digital Analytics for On
		Premises tag at the end of the content.
	apiSequence	Represents an implementation of the
		APISequence interface, which dictates the sequence of API calls made by the Web
		Connector when a pageTag is called. By default
		the implementation uses a sequence of
		StartSession, pageLoadEvents, getOffers, and
		${\tt logContact}$, where the last two are specific to
		each Interaction Point.
	clickThruApiSequence	Represents an implementation of the
		APISequence interface, which dictates the
		sequence of API calls made by the Web
		Connector when a clickThru is called. By
		default, the implementation uses a sequence
		StartSession and logAccept.
	netInsightTag	Represents the HTML and JavaScript™
		template used to integrate a call to the Digital
		Analytics for On Premises tag. In general, you
		should not need to change this option.

Table 40. Web Connector configuration options (continued)

Using the Web Connector Admin Page

The Web Connector includes an administration page that provides some tools to help manage and test the configuration as it might be used with specific URL patterns. You can also use the Admin Page to reload a configuration that you have modified.

About the Admin Page

Using any supported web browser, you can open http://host:port/interact/jsp/jsconnector.jsp, where host:port is the host name on which the Web Connector is running and the port on which it is listening for connections, such as runtime.example.com:7001

You can use the Admin Page in any of the following ways:

Table 41. Web Connector Admin Page Options

Option	Purpose
Reload Configuration	Click the Reload Configuration link to reload any configuration changes that have been saved on disk into memory. This is necessary when you have made changes directly to the Web Connector jsconnector.xml configuration file rather than using the configuration web pages.
View Config	View the WebConnector configuration based on the URL pattern you enter into the View Config field. When you enter the URL of a page and click View Config , the Web Connector returns the configuration that the system will use based on that that pattern mapping. If no match is found, the default configuration is returned. This is useful for testing whether the correct configuration is being used for a particular page.
Execute Page Tag	Completing the fields on this page and clicking Execute Page Tag causes the Web Connector to return the pageTag result based on the URL pattern. This simulates the calling of a page tag.
	The difference between calling the pageTag from this tool and using a real web site is that using this Admin Page will cause any errors or exceptions to be displayed. For a real website, exceptions are not returned and are visible only in the Web Connector log file.

Sample Web Connector Page

As an example, a file called WebConnectorTestPageSA.html has been included with the Unica Interact Web Connector (in the directory <Unica Interact_Home/jsconnector/webapp/html) that demonstrates how many of the features of the Web Connector would be tagged in a page. For convenience, that sample page is also shown here.

Sample Web Connector HTML Page

```
<?xml version="1.0" encoding="us-ascii"?>
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
```

```
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=us-ascii" />
  <meta http-equiv="CACHE-CONTROL" content="NO-CACHE" />
<script language="javascript" type="text/javascript">
//<![CDATA[
This is a test page that contains the WebConnector pageTag. Because the
name of this file has TestPage embedded, the WebConnector will detect a URL
pattern match to the url pattern "testpage" in the default version of the
jsconnector.xml - the configuration definition mapped to that "testpage"
URL pattern will apply here. That means there should this page the
corresponding html element ids that correspond to the IPs for this URL
pattern (ie. 'welcomebanner', 'crosssellcarousel', and 'textservicemessage')
This section sets the cookies for sessionId and visitorId.
Note that in a real production website, this is done most likely by the login
component. For the sake of testing, it's done here... the name of the cookie
has to match what's configured in the jsconnector xml.
function setCookie(c_name,value,expiredays)
   ſ
     var exdate=new Date();
     exdate.setDate(exdate.getDate()+expiredays);
     document.cookie=c_name+ "=" +escape(value)+
     ((expiredays==null) ? "" : ";expires="+exdate.toGMTString());
   }
    setCookie("SessionID","123");
    setCookie("CustomerID","1");
  Now set up the html element IDs that correspond to the IPs
  document.writeln("<div id='welcomebanner'> This should change, "
 + "otherwise something is wrong <\/div>");
    document.writeln("<div id='crosssellcarousel'> This should change, "
 + "otherwise something is wrong <\/div>");
    document.writeln("<div id='textservicemessage'> This should change, "
 + "otherwise something is wrong <\/div>");
  //]]>
</script><!--
****************
this is what is pasted from the pageTag.txt file in the conf directory of
the WebConnector installation... the var unicaWebConnectorBaseURL needs to be
tweaked to conform to your local WebConnector environment
***********************
-->
<!-- BEGIN: Interact Web Connector Page Tag -->
<script language="javascript" type="text/javascript">
//<![CDATA[
  var unicaWebConnectorBaseURL=
      "[CHANGE ME - http://host:port/<jsconnector>/pageTag]";
  var unicaURLData = "ok=Y";
  trv {
   unicaURLData += "&url=" + escape(location.href)
  } catch (err) {}
```

```
try {
 unicaURLData += "&title=" + escape(document.title)
} catch (err) {}
try {
 unicaURLData += "&referrer=" + escape(document.referrer)
} catch (err) {}
try {
 unicaURLData += "&cookie=" + escape(document.cookie)
} catch (err) {}
trv {
 unicaURLData += "&browser=" + escape(navigator.userAgent)
} catch (err) {}
try {
 unicaURLData += "&screensize=" +
 escape(screen.width + "x" + screen.height)
} catch (err) {}
try {
 if (affiliateSitesForUnicaTag) {
    var unica_asv = "";
    document.write("<style id=\"unica_asht1\" type=\"text/css\"> "
  + "p#unica_ashtp a {border:1px #000000 solid; height:100px "
  + "!important;width:100px "
  + "!important; display:block !important; overflow:hidden "
  + "!important;} p#unica_ashtp a:visited {height:999px !important;"
  + "width:999px !important;} <\/style>");
     var unica_ase = document.getElementById("unica_asht1");
     for (var unica_as in affiliateSitesForUnicaTag) {
      var unica_asArr = affiliateSitesForUnicaTag[unica_as];
      var unica_ashbv = false;
      for (var unica_asIndex = 0; unica_asIndex <</pre>
  unica_asArr.length && unica_ashbv == false;
  unica_asIndex++)
{
       var unica_asURL = unica_asArr[unica_asIndex];
       document.write("
  + "top:0;left:-10000px;height:20px;width:20px;overflow:hidden; \
margin:0;padding:0;visibility:visible;\"> \
<a href=\"" + unica_asURL + "\">" + unica_as + "&nbsp;<\/a><\/p>");
       var unica_ae = document.getElementById("unica_ashtp").childNodes[0];
       if (unica_ae.currentStyle) {
        if (parseFloat(unica_ae.currentStyle["width"]) > 900)
    unica_ashbv = true
       } else if (window.getComputedStyle) {
        \label{eq:computedStyle} \texttt{if} (parseFloat(document.defaultView.getComputedStyle) \\
    (unica_ae, null).getPropertyValue("width")) > 900)
 unica_ashbv = true
      }
       unica_ae.parentNode.removeChild(unica_ae.parentNode)
      }
      if (unica_ashbv == true) {
      unica_asv += (unica_asv == "" ? "" : ";") + unica_as
      }
     }
     unica_ase.parentNode.removeChild(unica_ase);
    unicaURLData += "&affiliates=" + escape(unica_asv)
 }
} catch (err) {}
document.write("<script language='javascript' "</pre>
```

```
+ " type='text/javascript' src='" + unicaWebConnectorBaseURL + "?"
 + unicaURLData + "'><\/script>");
//]]>
</script>
<style type="text/css">
/*<![CDATA[*/
  .unicainteractoffer {display:none !important;}
  /*]]>*/
</style>
 <title>Sample Interact Web Connector Page</title>
 </head>
 <body>
 <!-- END: Interact Web Connector Page Tag -->
 <!--
end of pageTag paste
******
-->
 </body>
</html>
```

Chapter 18. JVM parameters

The following section provides the details of the JVM parameters for Interact run time and design time.

Interact design time

The following are the JVM parameters for Interact design time.

Interact.UsernameToAlwaysDeployFor

This property can be used to specify the username for the authentication of deployment request in case of issues in Platform authentication.

For example: -DInteract.UsernameToAlwaysDeployFor =<username>

com.unicacorp.interact.deliver.templateTimeout

This property can be used to specify the timeout for the Deliver APIs which are called while working with Deliver gateway from the Gateway tab. The default value is 15 seconds.

For example: -Dcom.unicacorp.interact.deliver.templateTimeout=<timeout in milliseconds>

DeploymentServletParameterEncoding

This property can be used to override the default deployment servlet parameter encoding. The default value is UTF-8.

For example: -DDeploymentServletParameterEncoding=UTF-8

com.unicacorp.interact.flexoffers.defaultDateTimeFormat

This property can be used to provide the datetime format for custom date type columns in FlexOffers rule table. This parameter can be used if the default format for date type columns is not working for FlexOffers rules.

For example: -Dcom.unicacorp.interact.flexoffers.defaultDateTimeFormat ="dd-MM-yyyy HH:mm:ss"

com.unicacorp.interact.flexoffers.defaultDateFormat

This property can be used to override the default date format while importing FlexOffers rules from csv file or table. The default value is yyyy-MM-dd.

For example: -Dcom.unicacorp.interact.flexoffers.defaultDateFormat ="yyyy-MM-dd"

com.unicacorp.Campaign.interact.offermapping.batchsize

This property can be used to specify the number of records to add to FlexOffers rule table at a time. The default value is 5000.

For example: -Dcom.unicacorp.Campaign.interact.offermapping.batchsize=5000

com.unicacorp.Campaign.interact.offermapping.service.synctimeout

This property can be used to provide the timeout (in seconds) while synchronizing the FlexOffers rule table in design time and runtime. The default value is 300 seconds.

For example: -Dcom.unicacorp.Campaign.interact.offermapping.service.synctimeout=<timeout in milliseconds>

com.unicacorp.interact.cacheTTL

This property can be used to provide the timeout for the Interact Offer cache. The default value is 1 minute.

For example: -Dcom.unicacorp.interact.cacheTTL=<timeout in minutes>

com.unicacorp.interact.cacheRefreshIntervalInMin

This property can be used to provide the refresh time for Interact Offer cache. The default value is 10 minutes.

For example -Dcom.unicacorp.interact.cacheRefreshIntervalInMin =<refresh time in minutes>

com.unicacorp.interact.enableDTPerfLogging

This property can be used to enable the performance metrics logging for Interact design time.

For example: -Dcom.unicacorp.interact.enableDTPerfLogging =<true | false>

com.unicacorp.interact.compressAPIResponse

This property can be used to compress API responses in ZIP format. This reduces the time for downloading large data.

For example: -Dcom.unicacorp.interact.compressAPIResponse =<true | false>

com.unicacorp.interact.simulation.timeout

This property is used for controling export coverage result timeout.

For example: -Dcom.unicacorp.interact.simulation.timeout =< time in seconds>

ignoreSpecialCharacterValidator

This property can be used to ignore the special character validations while validating names in Interact design time.

For example: - DignoreSpecialCharacterValidator=<true | false>

Interact.CustomStringDelimiter

This property can be used to provide the custom string delimiter for events and actions.

For example: -DInteract.CustomStringDelimiter=<delimiter>

com.unicacorp.interact.playback.maxFilteredIdsCount

Limits the number of filtered offers or filtered segments that the system can process in Playback APIs. Oracle has a limit of 20,000 to maximum number of elements it can process with the 'IN' clause. If the offer filters or segment filters defined on playback screen results in more than maxFilteredIdsCount offers or segments, sthe ystem throws an error.

For example: com.unicacorp.interact.playback.maxFilteredIdsCount=20000

com.unicacorp.interact.playback.APITimeoutInSecs

Timeout for Playback APIs. Playback data is historical and aggregated so that the APIs can take some time to process large amount of API logs.

For example: com.unicacorp.interact.playback.APITimeoutInSecs=120

com.hcl.interact.<application>.proxyProtocol

This property can be used to specify the protocol to connect to the proxy server.

The value for application can be journey or deliver.

For example:

- -Dcom.hcl.interact.journey.proxyProtocol=SOCKS
- -Dcom.hcl.interact.journey.proxyProtocol=HTTP

com.hcl.interact.<application>.<proxyProtocol>.proxyHost

This property can be used to specify the IP address of the proxy server.

The value for application can be journey or deliver.

The value for proxyProtocol can be HTTP or SOCKS.

For example: -Dcom.hcl.interact.journey.socks.proxyHost=<IP address of server>

com.hcl.interact.<application>.<proxyProtocol>.proxyPort

This property can be used to specify the listening port of the proxy server.

The value for application can be journey or deliver.

The value for proxyProtocol can be HTTP or SOCKS.

For example: -Dcom.hcl.interact.journey.socks.proxyPort=<Port of server>

com.hcl.interact.<application>.<proxyProtocol>.proxyUsername

This property can be used to specify the username to connect to proxy server. It is not used if no authentication is required.

The value for application can be journey or deliver.

The value for proxyProtocol can be HTTP or SOCKS.

For example: -Dcom.hcl.interact.journey.socks.proxyUsername=<Username for proxy server>

com.hcl.interact.<application>.<proxyProtocol>.proxyPassword

This property can be used to specify the password to connect to proxy server. It is not used if no authentication is required.

The value for application can be journey or deliver.

The value for proxyProtocol can be HTTP or SOCKS.

For example: -Dcom.hcl.interact.journey.socks.proxyPassword=<Password for proxy server>

Interact run time

The following are the JVM parameters for Interact run time.

INTERACT_HOME

This property can be defined to specify the Interact installation directory in the system. The path must point to the directory of the system where Interact is installed.

For example: -DINTERACT_HOME=" D:\HCL_12.1.1\Interact"

com.unicacorp.interact.deliver.templateTimeout

Mapping for the outbound gateways can be defined in the Gateway tab under Interactive channel. This property can be used if the user wants to continue using the property files based mapping. If there are more than one gateway, user must add comma separated gateway names.

For example: -DOUTBOUND_GATEWAYS_USING_MAPPING_FROM_PROPERTIES=Email

INBOUND_GATEWAYS_USING_MAPPING_FROM_PROPERTIES

Mapping for the outbound gateways can be defined in the Gateway tab under Interactive channel. This property can be used if the user wants to continue using the property files based mapping. f there are more than one gateway, user must add comma separated gateway names.

For example: -DOUTBOUND_GATEWAYS_USING_MAPPING_FROM_PROPERTIES=Email

com.hcl.interact.http.proxyProtocol

This property can be used to specify the protocol to connect to the proxy server.

For example: -Dcom.hcl.interact.http.proxyProtocol=https

com.hcl.interact.http.proxyHost

This property can be used to specify the IP address of the proxy server.

For example: -Dcom.hcl.interact.http.proxyHost=<IP address of server>

com.hcl.interact.http.proxyPort

This property can be used to specify the listening port of the proxy server.

For example: -Dcom.hcl.interact.http.proxyPort=8080

com.hcl.interact.http.proxyUsername

This property can be used to specify the username to connect to proxy server. It is not used if no authentication is required.

For example: -Dcom.hcl.interact.http.proxyUsername=<Username of proxy server>

com.hcl.interact.http.proxyPassword

This property can be used to specify the password to connect to proxy server. It is not used if no authentication is required.

For example: -Dcom.hcl.interact.http.proxyPassword=<Password of proxy server>

interact.jmx.monitoring.port

This property is used to configure the JMX Monitoring port for Interact. User can also configure this port in Unica Interact | monitoring | port under configuration.

For example -Dinteract.jmx.monitoring.port=<port number>

interact.runtime.instance.name

This property is used to define the runtime instance directory. It can be added to the web application server startup script.

For example: -Dinteract.runtime.instance.name=instance2

interact.offerserving.maxOfferAllocationInMemoryPerInstance

This property is used to define the maximum size of the pool of offers that Unica Interact can keep in memory. This can also be defined from runtime configuration Interact | offerserving | Constraints | maxOfferAllocationInMemoryPerInstance.

For example: -Dinteract.offerserving.maxOfferAllocationInMemoryPerInstance = 100

interact.offerserving.maxDistributionPerIntervalPerInstanceFactor

This property is used to define the constraint percentage for a given offer allocation to support the distribution across runtime servers. This can also be defined from configuration Interact | offerserving | Constraints | maxDistributionPerIntervalPerInstanceFactor. It can be between 0 and 100.

For example: -Dinteract.offerserving.maxDistributionPerIntervalPerInstanceFactor=70

interact.ignitePort

This property is used to define the ignite port used for communication.

For example: -Dinteract.ignitePort=<valid Ignite Port>

com.unicacorp.interact.chDupeCheckLimit

This property is used to define the maximum number of records to be held for enabling duplicate checking of contacts.

For example: -Dcom.unicacorp.interact.chDupeCheckLimit=<max records>

com.unicacorp.interact.rhDupeCheckLimit

This property is used to define the maximum number of records to be held for enabling duplicate checking of responses and cross-session responses.

For example: -Dcom.unicacorp.interact.rhDupeCheckLimit=<max records>

com.unicacorp.interact.chSuppressDupe

This property is used to enable suppression of duplicate contacts.

For example: -Dcom.unicacorp.interact.chSuppressDupe=<true | false>

com.unicacorp.interact.rhSuppressDupe

This property is used to enable suppression of duplicate responses and cross-session responses.

For example: -Dcom.unicacorp.interact.rhSuppressDupe=<true | false>

com.unicacorp.interact.testclient.nullValue

The value defined in this property is treated as NULL when it is passed as a parameter in the Interact API request.

For example: -Dcom.unicacorp.interact.testclient.nullValue=<parameter value>

interact.ehcache.config

This property defines the ehcache configuration file path. The reference is present in the following location: \$INTERACT_HOME/samples.

For example: Dinteract.ehcache.config=<configuration file path>

interact.api.dateFormat

This property is used to specify the date format to be used for date type values. The default format is "MM/dd/yyyy HH:mm:ss".

For example: -Dinteract.api.dateFormat=<Date format>

com.hcl.interact.testrun.rowlimit

This property can be used to specify the number of records to perform test run on an interactive flowchart.

For example: -Dcom.hcl.interact.testrun.rowlimit=<Number of rows>

Interact.DisableExceptionStackTracesInMacros

This property is used to specify whether exception is thrown while evaluating macros.

For example: -DInteract.DisableExceptionStackTraceInMacros=<true | false>

com.unicacorp.interact.enableDetailStats

This property is used to enable the performance and monitoring statistics for specific beans.

For multiple beans, the names must be separated by commas.

For example: -Dcom.unicacorp.interact.enableDetailStats=<Bean name>

com.unica.interact.deployment.timeoutInSecs

This property is used to specify the deployment timeout in secs. The default value is 180 seconds.

For example: -Dcom.unica.interact.deployment.timeoutInSecs=180

com.ibm.interact.instance.name

This property is used to specify the Interact runtime instance name.

For example: -Dcom.ibm.interact.instance.name=<instance name>

com.unicacorp.interact.invalidPaths

This property can be used to specify the invalid paths to load external files. The files from these paths are not picked for processing. Multiple paths can be provided separated by commas.

For example: -Dcom.unicacorp.interact.invalidPaths=<File path>

interact.XSessResponseConsumerManager.generateOnlyOneResponse

This property, when set to true, processes only a single record for xsession data.

For example: -Dinteract.XSessResponseConsumerManager.generateOnlyOneResponse=<true|false>

tryToPreserveInexactFloatValues

This property can be used for preserving original custom numeric offer attribute value.

This parameter can be enabled if the getOffers call does not accurately display numeric offer attributes value specified as decimals.

For example: -DtryToPreserveInexactFloatValues=<true | false>

com.unicacorp.interact.propertyRefreshInterval

This property can be used to specify the time (in seconds) for property files refresh.

The default value is 60 seconds.

For example: -Dcom.unicacorp.interact.propertyRefreshInterval=<duration in seconds>

com.unicacorp.interact.scheduledTasksProcessInterval

This property can be used to specify the sleep time (in milliseconds) for scheduled processing of event and event pattern actions.

The default value is 60 seconds.

For example: -Dcom.unicacorp.scheduledTasksProcessInterval=<duration in milliseconds>

com.unicacorp.interact.eventpatterns.parallelism

This property specifies the number of parallel executions for event pattern processing. The default value is 5

For example: -Dcom.unicacorp.interact.eventpatterns.parallelism=<parallelism>

com.unicacorp.interact.eventpatterns.restartRetries

This property specifies the number of retry attempts made by the job for event pattern processing. The default value is 5.

For example: -Dcom.unicacorp.interact.eventpatterns.restartRetries=<Number of retries>

com.unicacorp.interact.eventpatterns.evaluateTimeoutMilli

This property specifies the timeout in milliseconds for event pattern processing. The default value is 1 second.

For example: -Dcom.unicacorp.interact.eventpatterns.evaluateTimeoutMilli=<timeout in millis>

com.unicacorp.interact.eventpatterns.restartRetryDelayInSec

This property specifies the duration (in seconds) between each retry while processing event patterns. The default value is 5 seconds

For example: -Dcom.unicacorp.interact.eventpatterns.restartRetryDelayInSec =<delay in sec

Interact.advisoryMessageEncodingOverrides

This property allows the encoding of the given locale in Western instead of Unicode. This parameter can be used in case message strings of certain locales (like Japanese) are not properly displayed due to incorrect encoding.

For example: -DInteract.advisoryMessageEncodingOverrides=ja

com.unica.interact.api.insertSessionIDAsCooki

This property is used to place the sessionID as a cookie for API calls. By default, the sessionID is placed into the http header.

For example: -Dcom.unica.interact.api.insertSessionIDAsCookie =<true | false>

com.unica.interact.api.SessionIDCookieName

This property is used to provide the name of the cookie which stores the sessionID. This cookie is sent to all APIs which takes sessionID as argument.

For example: -Dcom.unica.interact.api.SessionIDCookieName =<Name of the cookie>

InteractMsgCode

This property can be used to override the status code returned by the API for a particular advisory message code. Each value is of the format "<api_call>,<message_code>,<status_code>" separated by semicolons.

For example: -DInteractMsgCode=postEvent, 18, 2

com.ibm.interact.triggeredmessage.enableJMSConsumer

This property can be used to enable the JMS consumer for triggered messages.

For example: -Dcom.ibm.interact.triggeredmessage.enableJMSConsumer=<true | false>

com.unicacorp.interact.maxStringLengthInFormatMacro

This property can be used in FORMAT macro to override the maximum width for Text type input. Default value of this parameter is 255.

For example: -Dcom.unicacorp.interact.maxStringLengthInFormatMacro=300

ContinueEvaluatingBranchAndAdvOptTreatmentLogicDespiteExMessageList

This allows a user to specify a list of exception messages separated by the caret character (^) without spaces. If any exception containing part of any of the messages specified is encountered in the evaluation of a decision process box or treatment advanced options expression, the exception is not thrown and other branches continue to be processed.

 $For \ example: \verb-DcontinueEvaluatingBranchAndAdvOptTreatmentLogicDespiteExMessageList$

=no~value~set~;index~out~of~bounds;value~is~null

Note: Spaces in the message must be specified with tilde characters. Semicolons separate each message snippet to match.

DisableDecisionProcessBoxAndAdvOptTreatmentLogging

This parameter allows the user to disable all error logging in the DecisionProcessBox class and the TreatmentManager.filterRecommendList method.

For example: -DDisableDecisionProcessBoxAndAdvOptTreatmentLogging=<true | false>

TwoDigitYearStartDate

This parameter allows the user to set the range for interpreting two digit years. The default value is 1/1/1920, which means that dates after 1920 and before 2019 will be interpreted correctly.

For example: -DTwoDigitYearStartDate="1/1/1920"

Interact.enableTwoDigitYearFix

This parameter allows the user to enable 4-digit year processing for dates. This can be used if DATE macro is evaluating year values incorrectly.

For example: -DInteract.enableTwoDigitYearFix =<true | false>

com.ibm.interact.evpatetl.conf

This property defines the path of the configuration file for running Pattern State ETL

For example: -Dcom.ibm.interact.evpatetl.conf=<ETL config file path>

com.unicacorp.interact.minTreatmentsPerThread

This property defines the minimum number of treatment rules to process per thread. The default value is 10.

For example: -Dcom.unicacorp.interact.minTreatmentsPerThread=<Number of treatments>

com.unicacorp.interact.maxTreatmentPoolSize

This property defines the maximum treatment thread pool size.

For example: -Dcom.unicacorp.interact.maxTreatmentPoolSize =<Number of threads>

CircuitBreaker.processTimeoutMillis

This property defines the timeout in milliseconds for communication through gateways.

For example: -DCircuitBreaker.processTimeoutMillis=<timeout in milliseconds>

com.unicacorp.interact.event.asyncTimeoutMSec

This property defines the timeout in milliseconds for asynchronous handling of events. The default value is 1 second.

For example: -Dcom.unicacorp.interact.event.asyncTimeoutMSec=<timeout in milliseconds>

com.unicacorp.interact.eventActionTimeout

This property defines the timeout in milliseconds for processing event actions. The default value is 10 seconds.

For example: -Dcom.unicacorp.interact.eventActionTimeout=<timeout in milliseconds>

Interact.HTMI.Enabled

This property helps the user to enable performance APIs for monitoring each client API thread. This helps to find the root cause in case of unusual transaction times.

For example: -DInteract.HTMI.Enabled=<true | false>

Interact.HTMI.MaxRequestDurationInMs

This property can be defined by the user to set the time (in milliseconds) exceeding which the request timestamp and information is logged to LOG4J by the Performance API. The default value is 1.5 seconds.

For example: -DInteract.HTMI.MaxRequestDurationInMs =<time in milliseconds>

Interact.HTMI.RecordIndividualAPIs

This property, when enabled logs individual APIs (within batch requests) that take longer than the specified duration of time. The default value is false.

For example: -DInteract.HTMI.RecordIndividualAPIs=<true | false>

Interact.HTMI.MaxStartSessionDurationInMs

This property defines the maximum duration (in milliseconds) exceeding which the StartSession API information is logged by the Performance API. The default value is 300 milliseconds.

For example: -DInteract.HTMI.MaxStartSessionDurationInMs=<time in milliseconds>

Interact.HTMI.MaxGetOffersDurationInMs

This property defines the maximum duration (in milliseconds) exceeding which the GetOffers API information is logged by the Performance API. The default value is 750 milliseconds.

For example: -DInteract.HTMI.MaxGetOffersDurationInMs=<time in milliseconds>

Interact.HTMI.MaxPostEventDurationInMs

This property defines the maximum duration (in milliseconds) exceeding which the PostEvent API information is logged by the Performance API. The default value is 750 milliseconds.

For example: -DInteract.HTMI.MaxPostEventDurationInMs=<time in milliseconds>

Interact.HTMI.MaxGetProfileDurationInMs

This property defines the maximum duration (in milliseconds) exceeding which the GetProfile API information is logged by the Performance API. The default value is 300 milliseconds.

For example: -DInteract.HTMI.MaxGetProfileDurationInMs=<time in milliseconds>

Interact.HTMI.LogErrorsEveryNthTime

This property can be used to define N after which the errors or exceptions generated by performance API are logged.

For example: -DInteract.HTMI.LogErrorsEveryNthTime =<N>

Interact.HTMI.UseMillisecondTimers

This property can be set to enable timer in milliseconds internally for performance API. This can be used for some Windows servers, where timer in milliseconds is faster than nanoseconds.

For example: -DInteract.HTMI.UseMillisecondTimers =<true | false>

Interact.HTMI.Debug

This property can be set to enable maximum debugging for internal HTMI issues.

For example: -DInteract.HTMI.Debug =<true | false>

com.unicacorp.interact.suppressWarningOnAnonymousUser

This property can be used to suppress the warnings when audience ID is not found in profile table.

For example: -Dcom.unicacorp.interact.suppressWarningOnAnonymousUser=<true | false>

com.hcl.interact.eventpatterns.printPatternAction

This property can be set to enable logging when the pattern states for an audience ID are written to Interact cache.

For example: -Dcom.hcl.interact.eventpatterns.printPatternAction =<true | false>

com.hcl.interact.eventpatterns.eagerPersist

This property, when enabled, eagerly writes the changed event pattern details to Interact cache.

For example: -Dcom.hcl.interact.eventpatterns.eagerPersist =<true | false>

com.ibm.interact.triggeredmessage.addPerfData

This property is used to enable the performance metrics for triggered messages.

For example: -Dcom.ibm.interact.triggeredmessage.addPerfData=<true | false>

com.unicacorp.interact.learning.disableAggregator

This property is used to disable the learning aggregation of offer stats.

For example: -Dcom.unicacorp.interact.learning.disableAggregator =<true | false>

com.unicacorp.interact.learning.disableDeletion

This property is used to enable or disable the cleanup for learning tables.

For example: -Dcom.unicacorp.interact.learning.disableDeletion=<true | false>

com.unicacorp.interact.learning.ignoreInterval

This property when set is used to force the aggregation of learning data.

For example: -Dcom.unicacorp.interact.learning.ignoreInterval=<true | false>

interact.services.loader.saveLoaderFiles

This property is used to save the loader files after loading the data using external loader. The default value is false

For example: -Dinteract.services.loader.saveLoaderFiles=<true | false>

ConvertEveryNULLAttributeValueToAJEPNullConstant

This property is used to specify whether to use a special value when the variable value is null while evaluating an expression. The default value is false.

For example: -DConvertEveryNULLAttributeToAJEPNullConstant=<true | false>

includeJoinInfo

This parameter is used to specify whether to keep the relationship between the join key and the values in the dimensional tables while loading profile data. The default value is true.

For example: -DincludeJoinInfo=<true | false>

com.unicacorp.interact.deployment.reloadTimeout

The maximum time Interact waits for a new deployment to be reloaded. It is used only when automatic deployment reload notification is used. The default value is 5000.

For example: -Dcom.unicacorp.interact.deployment.reloadTimeou=<timeout in milliseconds>

com.ibm.interact.lockTimeWarningThreshold

This property is used to log a warning if the processing of a session took more than this value. The default value is 5000.

For example: -Dcom.ibm.interact.lockTimeWarningThreshold =<time in milliseconds>

com.unicacorp.interact.cache.maxWaitTime

This property is used to specify the maximum time process waits to get a lock. The default value is 2000 milliseconds.

For example: -Dcom.unicacorp.interact.cache.maxWaitTime =<time in milliseconds>

com.unicacorp.interact.simulation.timeout

This property is used for controlling coverage running timeout. If you run into coverage time out, the status code will be REQUESTED.

For example: -Dcom.unicacorp.interact.simulation.timeout =< time in seconds>

DEFAULT_PERSISTENCE_PROVIDER

This property is used to override the PersistenceProvider for WAS 8.5.5.x. The default value is true which uses AppServer specified provider.

If IBM WebSphere is used as the application server hosting Interact run time instance, ensure that you set this parameter to false.

For example: -DDEFAULT_PERSISTENCE_PROVIDER =<true | false>

com.unicacorp.interact.triggeredMessage.logging.maxDelayInMin

Thread interval for persisting log data into the database table.

Default value: 15 minutes

For example: -Dcom.unicacorp.interact.triggeredMessage.logging.maxDelayInMin=<time-in-min>

com.unicacorp.interact.triggeredMessage.logging.maxBatchSize

Maximum batch size to maintain in queue.

Default value: 1000

For example: -Dcom.unicacorp.interact.triggeredMessage.logging.maxBatchSize =<positive-number>

com.unicacorp.interact.triggeredMessage.logging.maxNumberOfFailures

Maximum retries if operation fails

Default value: 3

For example: -Dcom.unicacorp.interact.triggeredMessage.logging.maxNumberOfFailures =<positive-number>

com.unicacorp.interact.triggeredMessage.logging.maxDelayInMin

Thread interval for persisting log data into the database table.

Default value: 15 minutes

For example: -Dcom.unicacorp.interact.triggeredMessage.logging.maxDelayInMin=<time-in-min>

com.unicacorp.interact.triggeredMessage.logging.maxBatchSize

Maximum batch size to maintain in queue.

Default value: 1000

For example: -Dcom.unicacorp.interact.triggeredMessage.logging.maxBatchSize =<positive-number>

com.unicacorp.interact.triggeredMessage.logging.maxNumberOfFailures

Maximum retries if operation fails.

Default value: 3

For example: -Dcom.unicacorp.interact.triggeredMessage.logging.maxNumberOfFailures =<positive-number>

com.unicacorp.interact.playback.purgeBatchSize

Number of database transactions that the Playback purge batch should process at once.

Default value: 10000

For example: com.unicacorp.interact.playback.purgeBatchSize=10000

com.hcl.interact.tms.proxyProtocol

This property can be used to specify the protocol to connect to the proxy server for Deliver gateway.

The value can be HTTP or SOCKS.

For example:

- -Dcom.hcl.interact.tms.proxyProtocol=SOCKS
- -Dcom.hcl.interact.tms.proxyProtocol=HTTPS

com.hcl.interact.tms.<proxyProtocol>.proxyHost

This property can be used to specify the IP address of the proxy server for Deliver gateway.

The value for proxyProtocol can be HTTP or SOCKS.

For example: -Dcom.hcl.interact.tms.socks.proxyHost=<IP address of server>

com.hcl.interact.tms.<proxyProtocol>.proxyPort

This property can be used to specify the listening port of the proxy server for Deliver gateway.

The value for proxyProtocol can be HTTP or SOCKS.

For example: -Dcom.hcl.interact.tms.socks.proxyPort=<Port of server>

com.hcl.interact.tms.<proxyProtocol>.proxyUsername

This property can be used to specify the username to connect to proxy server for Deliver gateway. It is not used if no authentication is required.

The value for proxyProtocol can be HTTP or SOCKS.

For example: -Dcom.hcl.interact.tms.socks.proxyUsername=<Username for proxy server>

com.hcl.interact.tms.<proxyProtocol>.proxyPassword

This property can be used to specify the password to connect to proxy server for Deliver gateway. It is not used if no authentication is required.

The value for proxyProtocol can be HTTP or SOCKS.

For example: -Dcom.hcl.interact.tms.socks.proxyPassword=<Password for proxy server>

com.unicacorp.interact.treatment.IncompatibleAttributeValueHandling

This property is used for handling invalid offer attribute values.

ERROR	An error message is logged, and the offer is skipped, which is the default and current behavior.
WARN	A warning message is logged, and the offer is still processed, while the value of this attribute is set to null.

DEBUG	A debug message is logged, and the offer is still processed, while the value of this attribute is set to null.
IGNORE	A trace message is logged, and the offer is still processed,
	while the value of this attribute will remain as it is, and the data type will be overridden.

Default value: ERROR

Example: -Dcom.unicacorp.interact.treatment.IncompatibleAttributeValueHandling=WARN

Chapter 19. Unica Interact and Digital Recommendations integration

Unica Interact can integrate with IBM Digital Recommendations to provide Unica Interact-driven product recommendations. Both products can provide product recommendations for offers, but using different methods. Digital Recommendations uses a visitor's web behavior (collaborative filter) to build correlations between visitors and recommended offers. Unica Interact is based on customer's past behavior, attributes, history, and less on view-level offers, learning which offers best match a customer's behavior profile (based on demographics and other information about the customer). Offer acceptance rates help to build a predictive model through self-learning. Using the best of both products, Unica Interact can use a personal profile to define offers that will pass a category ID to Digital Recommendations and retrieve recommended products based on popularity (the "wisdom of the crowds") for display to the visitor as part of the selected offers. This can provide better recommendations for customers that will result in more click-throughs and better outcomes than either product acting alone.

The following sections describe how this integration works, and how to use the sample application provided to create your own custom offer integration.

Overview of Unica Interact integration with Digital Recommendations

This section describes how Unica Interact can integrate with IBM Digital Recommendations to provide Unica Interact-driven product recommendations, including a description of the process, and the mechanisms by which the integration takes place.

Unica Interact integrates with IBM Digital Recommendations via a Representational state transfer (REST) application programming interface (API), made available from the Digital Recommendations installation. By making the REST API calls with the appropriate category ID, Unica Interact can retrieve recommended products and include them in the offer information displayed on the customized page that the visitor is viewing.

When a visitor views the URL of the web page (such as the sample JSP page included with your Unica Interact installation), the page calls Unica Interact to fetch an offer. Assuming the offer has been configured within Unica Interact with the correct parameters, the following steps occur, in the simplest case:

- 1. The page logic identifies the Customer ID of the visitor.
- 2. An API call to Unica Interact is made, passing in the required information to generate an offer for that customer.
- 3. The returned offer provides the web page with at least three attributes: the URL for the offer image, the URL of the landing page when the customer clicks through, and the category ID to use for determining which products to recommend.
- 4. The category ID is then used to call Digital Recommendations to retrieve the recommended products. This set of products is in JSON (JavaScript Object Notation) format in order by top-selling products in that category.
- 5. The offer and products are then displayed in the visitor's browser.

This integration is useful for combining offer recommendation and product recommendations together. For example, on one web page you might have two interaction points: one for an offer, and one for recommendations matching that offer. To accomplish this, the web page makes a call to Unica Interact to make a real-time segmentation to determine best offer (say, for 10% off all small appliances). When the page receives the offer from Unica Interact, that offer would contain the category ID (in this example, for small appliances). The page would then pass the category ID for small appliances to Digital

Recommendations using an API call, and receive in response the best product recommendations for that category based on popularity.

A simpler example might be where a web page makes a call to Unica Interact from only to find out a category (say, high-end cutlery) that matches the customer profile. It would then pass the received category ID to Digital Recommendations, and get cutlery product recommendations.

Integration Prerequisites

Before you can use the Digital Recommendations - Unica Interact integration, you must make sure that you meet the prerequisites described in this section.

Be sure that the following prerequisites are true:

- You are familiar with the use of the Unica Interact API as documented elsewhere in *Administrator's Guide* and online help.
- You are familiar with the Digital Recommendations REST API as described in your Digital Recommendations developer documentation.
- You have a basic understanding of HTML, JavaScript[™], CSS, and JSON (JavaScript[™] Object Notation).

JSON is important because the Digital Recommendations REST API returns the product information you request in as JSON-formatted data.

- You are familiar with server-side coding of web pages, because the demonstration application provided with Unica Interact uses JSP (although JSP is not required).
- You have a valid Digital Recommendations account and the list of category IDs you plan to have Unica Interact to retrieve product recommendations (the top-selling or most popular products in the category you specify).
- You have the Digital Recommendations REST API link (a URL for your Digital Recommendations environment).

See the sample application included with yourUnica Interact installation for an example, or see the sample code in Using the Integration Sample Project on page 438 for more information.

Configuring an offer for Digital Recommendations integration

Before your web page can call Digital Analytics Digital Recommendations to retrieve a recommended product, you must first configure the Unica Interact offer with the necessary information to pass to Digital Recommendations.

About this task

To set up an offer to link to Digital Recommendations, make sure the following conditions are in place first:

- Make sure that your Unica Interact runtime server is set up and running correctly.
- Ensure that the runtime server can establish a connection with the Digital Recommendations server, including making sure that your firewall does not prevent the outgoing establishment of a standard web connection (port 80).

To set up an offer for integration with Digital Recommendations, perform the following steps.

1. Create or edit an offer for Unica Interact.

For information on creating and modifying offers, see the *Unica Interact User's Guide*, and the Unica Campaign documentation.

- 2. In addition to the other settings in the offer, make sure that the offer includes the following offer attributes:
 - The URL (uniform resource locator) that links to the image for the offer.
 - The URL that links to the landing page for the offer.
 - An Digital Recommendations category ID associated with this offer.

You can retrieve the category ID manually from your Digital Recommendations configuration. Unica Interact cannot retrieve category ID values directly.

In the demonstration web application included with your Unica Interact installation, these offer attributes are called ImageURL, ClickThruURL, and CategoryID. The names can be any that are meaningful to you, as long as your web application matches the values that the offer is expecting.

For example, you might define an offer called "10PercentOff" that contains these attributes, where the Category ID (as retrieved from your Digital Recommendations configuration) is PRODI161127, the URL of the offer clickthrough is http://www.example.com/success, and the URL of the image to display for the offer is http://localhost:7001/sampleIO/img/10PercentOffer.jpg (a URL that is, in this case, local to the Unica Interact runtime server).

3. Define the treatment rules for an interactive channel to include this offer, and deploy the interactive channel as usual.

Results

The offer is now defined with the information required for Digital Recommendations integration. The remaining work to allow Digital Recommendations to provide product recommendations to Unica Interact is accomplished by configuring your web pages to make the appropriate API calls.

When you configure your web application to serve the integrated page to visitors, make sure that the following files are included in the WEB-INF/lib directory:

- Interact_Home/lib/interact_client.jar, required to handle calls from your web page to the Unica Interact API.
- Interact_Home/lib/JSON4J_Apache.jar, required to handle the data returned from the call to the Digital Recommendations REST API, which returns JSON-formatted data.

See Using the Integration Sample Project on page 438 for more information on how to serve the offers to your customers.

Using the Integration Sample Project

Every Unica Interact run time installation includes a sample project that demonstrates the Digital Recommendations - Unica Interact integration process. The sample project provides a complete, end-to-end demonstration of creating a web page that calls an offer that contains a category ID, which is then passed to Digital Recommendations to retrieve a recommended product list for presentation in the interaction points of the page.

Overview

You can use the included sample project as it is provided, if you want to test the integration process, or you can use it as a starting point to develop your own custom pages. The sample project is found in the following file:

Interact_home/samples/IntelligentOfferIntegration/MySampleStore.jsp

This file, in addition to containing a full, working example of the integration process, also contains extensive comments that explain what to set up in Unica Interact, what to customize in the .jsp file, and how to deploy the page properly to run with your installation.

Example

MySampleStore.jsp

For convenience, the MySampleStore.jsp file is shown here. This sample may be updated with subsequent releases of Unica Interact, so use the file included with your installation as a starting point for any examples you need.

```
<%@ page contentType="text/html; charset=UTF-8" language="java" %>
<%@ page import="java.net.URL,
   java.net.URLConnection,
   java.io.InputStreamReader,
   java.io.BufferedReader,
   com.unicacorp.interact.api.*,
   com.unicacorp.interact.api.jsoverhttp.*,
   org.apache.commons.json.JSONObject,
   org.apache.commons.json.JSONArray" %>
<%
* This sample jsp program demonstrates integration of Interact and Digital Recommendations.
* When the URL for this jsp is accessed via a browser. the logic will call Interact
\star to fetch an Offer. Based on the categoryID associated to the offer, the logic
* will call Digital Recommendations to fetch recommended products. The offer and products
* will be displayed.
* To toggle the customerId in order to demonstrate different offers, one can simply
* append cid=<id> to the URL of this JSP.
* Prerequisites to understand this demo:
* 1) familiarity of Interact and its java API
* 2) familiarity of IntelligentOffer and its RestAPI
* 3) some basic web background ( html, css, javascript) to mark up a web page
\star 4) Technology used to generate a web page (for this demo, we use JSP executed on the server side)
* Steps to get this demo to work:
* 1) set up an Interact runtime environment that can serve up offers with the following
* offer attributes:
 * ImageURL : url that links to the image of the offer
 * ClickThruURL : url that links to the landing page of the offer

    CategoryID : Digital Recommendations category id associated to the offer

* NOTE: alternate names for the attributes may be used as long as the references to those
* attributes in this jsp are modified to match.
* 2) Obtain a valid REST API URL to the Intelligent Offer environment
```

```
\star 3) Embed this JSP within a Java web application
* 4) Make sure interact_client.jar is in the WEB-INF/lib directory (communication with Interact)
* 5) Make sure JSON4J_Apache.jar (from interact install) is in the
*
    WEB-INF/lib directory (communication with IO)
* 6) set the environment specific properties in the next two sections
* Set your Interact environment specific properties here...
final String sessionId="123";
final String interactiveChannel = "SampleIO";
final String audienceLevel = "Customer";
final String audienceColumnName="CustomerID";
final String ip="ip1";
int customerId=1;
final String interactURL="http://localhost:7011/interact/servlet/InteractJSService";
final boolean debug=true;
final boolean relyOnExistingSession=true;
* Set your Digital Recommendations environment specific properties here...
final String ioURL="http://recs.coremetrics.com/iorequest/restapi";
final String zoneID="ProdRZ1";
final String cID="90007517";
StringBuilder interactErrorMsg = new StringBuilder();
StringBuilder intelligentOfferErrorMsg = new StringBuilder();
// get the customerID if passed in as a parameter
String cid = request.getParameter("cid");
if(cid != null)
{
customerId = Integer.parseInt(cid);
}
// call Interact to get offer
Offer offer=getInteractOffer(interactURL,sessionId,interactiveChannel,audienceLevel,
     audienceColumnName,ip,customerId,debug,relyOnExistingSession,interactErrorMsg);
// get specific attributes from the offer (img url, clickthru url, & category id)
String offerImgURL=null;
String offerClickThru=null;
String categoryId="";
if(offer != null)
{
for(NameValuePair offerAttribute : offer.getAdditionalAttributes())
```

```
{
         if(offerAttribute.getName().equalsIgnoreCase("ImageURL"))
         {
          offerImgURL=offerAttribute.getValueAsString();
         }
         else if(offerAttribute.getName().equalsIgnoreCase("ClickThruURL"))
         {
          offerClickThru=offerAttribute.getValueAsString();
         }
         else if(offerAttribute.getName().equalsIgnoreCase("CategoryID"))
         {
          categoryId=offerAttribute.getValueAsString();
         }
    }
 }
 // call Digital Recommendations to get products
 JSONObject products=getProductsFromIntelligentOffer(ioURL, cID, zoneID, categoryId,
        intelligentOfferErrorMsg);
%>
<html>
 <head>
  <title>My Favorite Store</title>
  <script language="javascript" type="text/javascript">
  var unicacarousel=(function(){var g=false;var h;var j=0;var k=0;var l=0;var m=40;
          var n=new Array(0,2,6,20,40,60,80,88,94,97,99,100);var o=function(a){var b=a.parentNode;
          h=b.getElementsByTagName("UL")[0];var c=h.getElementsByTagName("LI");j=c[0].offsetWidth;
          k=c.length;l=Math.round((b.offsetWidth/j));unicacarousel.recenter()};var p=function(a)
          {var b=parseFloat(h.style.left);if(isNaN(b))b=0;for(var i=0;i<n.length;i++)</pre>
          {setTimeout("unicacarousel.updateposition("+(b+(a*(n[i]/100)))+");",((i*m)+50))}
          setTimeout("unicacarousel.recenter();",((i*m)+50))};return{gotonext:function(a,b)
          {if(!g){o(a);g=true;p((-1*b*j))}},gotoprev:function(a,b){if(!g){o(a);g=true;p((b*j))}},
          updateposition:function(a){h.style.left=a+"px"},recenter:function(){var a=parseFloat(h.style.left);
          if(isNaN(a))a=0;var b=j*Math.round((((l-k)/2));var c=Math.abs(Math.round((b-a)/j));
          if(a<b){var d=h.getElementsByTagName("LI");var e=new Array();</pre>
          for(var i=0;i<c;i++){e[e.length]=d[i]}for(var i=0;i<e.length;i++)</pre>
          {h.insertBefore(e[i],null)}unicacarousel.updateposition(b)}else
          if(a>b){var d=h.getElementsByTagName("LI");var e=new Array();
          for(var i=0;i<c;i++){e[e.length]=d[d.length-c+i]}var f=d[0];</pre>
          for(var i=0;i<e.length;i++){h.insertBefore(e[i],f)}unicacarousel.updateposition(b)}g=false}})();</pre>
  </script>
  <style type="text/css">
 .unicaofferblock_container {width:250px; position:relative; display:block;
                              text-decoration:none; color:#000000; cursor: pointer;}
 .unicaofferblock_container .unicateaserimage {margin:0px 0.5em 0.25em 0px; float:left;}
 .unicaofferblock_container .unicabackgroundimage {position:absolute; top:0px; left:0px;}
 .unicaofferblock_container .unicabackgroundimagecontent {width:360px; height:108px;
                     padding:58px 4px 4px 20px; position:relative; top:0px;}
 .unicaofferblock_container h4 {margin:0px; padding:0px; font-size:14px;}
 .unicacarousel {width:588px; position:relative; top:0px;}
 .unicacarousel_sizer {width:522px; height:349px; margin:0px 33px; padding:0;
                        overflow:hidden; position:relative;}
 .unicacarousel_rotater {height:348px; width:1000px; margin:0 !important;
```

```
padding:0; list-style:none; position:absolute; top:0px;
                        left:0px;}
.unicacarousel li {width:167px; height:349px; float:left; padding:0 4px;
                  margin:0px !important; list-style:none !important;
                  text-indent:0px !important;}
.unicacarousel_gotoprev, .unicacarousel_gotonext {width:18px; height:61px;
                   top:43px; background:url(../img/carouselarrows.png) no-repeat;
                  position:absolute; z-index:2; text-align:center; cursor:pointer;
                  display:block; overflow:hidden; text-indent:-9999px;
                   font-size:0px; margin:0px !important;}
.unicacarousel_gotoprev {background-position:0px 0; left:0;}
.unicacarousel_gotonext {background-position:-18px 0; right:0;}
 </style>
</head>
<body>
 <b>Welcome To My Store</b> Mr/Mrs. <%=customerId %>
 <br><br>><br><br><br>>
<% if(offer != null) { %>
<!-- Interact Offer HTML -->
<div onclick="location.href='<%=offerClickThru %>'" class="unicaofferblock_container">
 <div class="unicabackgroundimage">
  <a href="<%=offerClickThru %>"><img src="<%=offerImgURL %>" height="170"
         width="695" border="0"></a>
 </div>
</div>
No offer available.. <br> <br>>
<%=interactErrorMsg.toString() %>
<% } %>
<% if(products != null) { %>
<!-- IntelligentOffer Products HTML -->
<div class="unicacarousel">
<div class="unicacarousel_sizer">
 <% JSONArray recs = products.getJSONObject("io").getJSONArray("recs");</pre>
 if(recs != null)
 {
  for(int x=0;x< recs.length();x++)</pre>
  {
   JSONObject rec = recs.getJSONObject(x);
   if(rec.getString("Product Page") != null &&
             rec.getString("Product Page").trim().length()>0) {
   %>
   >
    <a href="<%=rec.getString("Product Page") %>" title="<%=rec.getString("Product Name") %>">
```

```
<img src="<%=rec.getString("Image") %>" width="166" height="148" border="0" />
  <%=rec.getString("Product Name") %>
  </a>
  <% }
 }
 }
%>
</div>
</div>
<% } else { %>
<div>
No products available...<br> <br>>
<%=intelligentOfferErrorMsg.toString() %>
</div>
<% } %>
</body>
</html>
<%!
\star The following are convenience functions that will fetch from Interact and
* Digital Recommendations
* Call Digital Recommendations to retrieve recommended products
private JSONObject getProductsFromIntelligentOffer(String ioURL, String cID,
   String zoneID, String categoryID, StringBuilder intelligentOfferErrorMsg)
{
 try
 {
 ioURL += "?cm_cid="+cID+"&cm_zoneid="+zoneID+"&cm_targetid="+categoryID;
 System.out.println("CoreMetrics URL:"+ioURL);
 URL url = new java.net.URL(ioURL);
  URLConnection conn = url.openConnection();
  InputStreamReader inReader = new InputStreamReader(conn.getInputStream());
  BufferedReader in = new BufferedReader(inReader);
  StringBuilder response = new StringBuilder();
  while(in.ready())
  {
  response.append(in.readLine());
  }
```

```
in.close();
  intelligentOfferErrorMsg.append(response.toString());
  System.out.println("CoreMetrics:"+response.toString());
  if(response.length()==0)
   return null;
  return new JSONObject(response.toString());
}
catch(Exception e)
{
 intelligentOfferErrorMsg.append(e.getMessage());
 e.printStackTrace();
}
return null;
}
* Call Interact to retrieve offer
private Offer getInteractOffer(String interactURL,String sessionId,String interactiveChannel,
   String audienceLevel,
      String audienceColumnName,String ip, int customerId,boolean debug,
                   boolean relyOnExistingSession, StringBuilder interactErrorMsg)
{
try
{
 InteractAPI api = InteractAPI.getInstance(interactURL);
 NameValuePairImpl custId = new NameValuePairImpl();
    custId.setName(audienceColumnName);
     custId.setValueAsNumeric(Double.valueOf(customerId));
   custId.setValueDataType(NameValuePair.DATA_TYPE_NUMERIC);
     NameValuePairImpl[] audienceId = { custId };
     // call startSession
    Response response = api.startSession(sessionId, relyOnExistingSession,
       debug, interactiveChannel, audienceId, audienceLevel, null);
    if(response.getStatusCode() == Response.STATUS_ERROR)
    {
     printDetailMessageOfWarningOrError("startSession",response, interactErrorMsg);
 }
    // call getOffers
    response = api.getOffers(sessionId, ip, 1);
    if(response == null || response.getStatusCode() == Response.STATUS_ERROR)
    {
     printDetailMessageOfWarningOrError("getOffers", response, interactErrorMsg);
 }
         OfferList offerList=response.getOfferList();
         if(offerList != null && offerList.getRecommendedOffers() != null)
```

```
{
             return offerList.getRecommendedOffers()[0];
            }
  }
  catch(Exception e)
  {
  interactErrorMsg.append(e.getMessage());
  e.printStackTrace();
  }
  return null;
 }
    private void printDetailMessageOfWarningOrError(String command, Response response,
       StringBuilder interactErrorMsg)
    {
     StringBuilder sb = new StringBuilder();
        sb.append("Calling "+command).append("<br>");
       AdvisoryMessage[] messages = response.getAdvisoryMessages();
        for(AdvisoryMessage msg : messages)
        {
         sb.append(msg.getMessage()).append(":");
        sb.append(msg.getDetailMessage());
        sb.append("<br>");
       }
        interactErrorMsg.append(sb.toString());
    }
%>
```

Chapter 20. Unica Interact and Digital Data Exchange integration

With Digital Data Exchange, your website can link to Unica Interact to provide a powerful omni-channel execution engine that delivers the best offers to the optimum channels and evolves (learns) from the offer feedback to continuously increase marketing effectiveness.

You can use this tool if your marketing team uses Unica Interact for omni-channel offer management and wants to extend these personalized intelligent offers to your websites.

IBM Digital Data Exchange integrates and third party marketing solutions with digital customer insights through a real-time data syndication API and an enterprise-grade tag management solution.

Without IBM Digital Data Exchange, marketers depend on IT to link Unica Interact to their website and call theUnica Interact API from various webpages. With IBM Digital Data Exchange, marketers can bypass IT and go directly to IBM Digital Data Exchange to include IBM Digital Data Exchange tags on various webpages.

Prerequisites

Before you can use the Unica Interact and Digital Data Exchange integration, you must make sure that you meet the prerequisites described in this section.

Be sure that the following prerequisites are true.

- You are familiar with the Unica Interact JavaScript API as documented elsewhere in Administrator's Guide and online help.
- You are familiar with the Digital Data Exchange tagging and page groups.
- You have a valid Digital Data Exchange account.
- Your interactapi.js file is publicly hosted so it can be accessed in Vendor settings.

Integrating Unica Interact with your website through IBM Digital Data Exchange

Use these steps to integrate Unica Interact with your website through Digital Data Exchange.

- 1. Specify the location of the Interactapi.js file.
 - a. Navigate to Vendors > Vendor Settings in Digital Data Exchange.
 - b. Select Unica Interact from the Vendor drop-down.
 - c. In Library Path, enter the URL where you hosted the Interactapi.js. Do not include the protocol (http or https) in this URL.
 - d. In Path To Public Rest Servlet, add the path to the Rest Servlet.
- 2. Navigate to Manage > Global Settings in Digital Data Exchange to specify the object name to use as the page identifier in Unique Page Identifier. For example, you can set the object name to digitalData.pageInstanceID.
- 3. Include the eluminate.js file and an identifier on the web page where you want Digital Data Exchange to insert the tags. You should give each web page a unique identifier so Digital Data Exchange can distinguish between various pages.

For example, you can add the following script to your home page.

4. In Digital Data Exchange create tags, code segments, functions, and other items you want to add to your web page.

5. Create page groups to define what you want filed on each page.

Unica Interact tags in Digital Data Exchange

Use the default Digital Data Exchange tags to define variations of the tags that are appropriate to web pages where data is represented from different locations. Once defined, these tags are added to the Unica Interact tag list. Tags may not have fields to define or may not have required tag fields and can be used directly.

The following Unica Interact tags are available in Digital Data Exchange under Tags.

- End Session
- Get Offers
- Load Library
- Post Event
- Set Audience
- Start Session

To use the Unica Interact tags, edit the tags to define the Tag Field, Method, Object Name, Data Type, and Modifier for each Unica Interact tag.

The Post Event, Set Audience, and Start Sessions tags accept custom tag fields. Use the Tag Field Add icon, the click the Edit icon to define the custom parameter. The process is the same as any parameter definition with the exception that the name of the parameter can be edited and must include the parameter name, a colon, and the parameter data type. Custom parameter order in the tag can be modified with the up and down arrows.

Tags can also be bound to JavaScript functions or HTML objects so that they fire after the function fires or on an HTML object event.

End Session

The End Session tag marks the end of a web session.

The following tag fields are available for the End Session tag.

Table 42. End Session tags

Tag Field	Description
*Session ID	Identifies the Session ID.
On Success Callback Function Name	Defines the name of the function to be called when the end session method is successful.
On Failure Callback Function Name	Defines the name of the function to be called when the end session method fails.

Any Tag Field marked with an * is required.

Get Offers

Use the Get Offers tag to request offers from the runtime server.

The following tag fields are available for the Get Offers tag.

Table 43. Get Offers tags

Tag Field	Description
*Session ID	Identifies the Session ID.
*Interact Point Name	Identifies the name of the interaction point this method references. This name must match the name of the interaction point defined in interactive channel exactly.
*Number Requested	Identifies the number of offers requested.
On Success Callback Function Name	Defines the name of the function to be called when the get offers method is successful.
On Failure Callback Function Name	Defines the name of the function to be called when the get offers method fails.

Any Tag Field marked with an * is required.

The Get Offers tag should be assigned to a page group whose container is set to Default.

Load Library

The Load Library tag loads the Unica Interact JavaScript library in the head section of the page.

The Load Library tag has no parameters. It takes the library location from the Library Path in **Vendor Settings**. It should be included in a page group using a container set to Head and should run on every page that has Unica Interact tagging.

Important: None of the other tags will work if the load library tag is not included. The interact.js is not loaded if this tag is not included.

Post Event

Use the Post Event tag to execute any event defined in the interactive channel.

The following tag fields are available for the Post Event tag.

Table 44. Post Event tags

Tag Field	Description
*Session ID	Identifies the Session ID.
*Event Name	Identifies the name of the event. The name of the event must match the name of the event as defined in the interactive channel. This name is case-insensitive.
On Success Callback Function Name	Defines the name of the function to be called when the post event method is successful.
On Failure Callback Function Name	Defines the name of the function to be called when the post event method fails.

Any **Tag Field** marked with an * is required.

Optional parameters can be added with the custom tag field feature. Custom tag names must consist of the parameter name, a colon, and the data type.

Set Audience

Use the Set Audience tag to set the audience ID and level for a visitor.

The following tag fields are available for the Set Audience tag.

Table 45. Set Audience tags

Tag Field	Description
*Session ID	Identifies the Session ID.
*Audience ID	Identifies the Audience ID. The names must match the physical
	column names of any table containing the Audience ID. The Audience
	ID cannot contain more that 17 significant digits. If an Audience ID is

Table 45. Set Audience tags

(continued)

Tag Field	Description
	more than 17 significant digits must be partitioned or the Audience ID must be changed to a string.
*Audience Level	Defines the Audience Level.
On Success Callback Function Name	Defines the name of the function to be called when the set audience method is successful.
On Failure Callback Function Name	Defines the name of the function to be called when the set audience method fails.

Any Tag Field marked with an * is required.

Optional parameters can be added with the custom tag field feature. Custom tag names must consist of the parameter name, a colon, and the data type.

Start Session

The Start Session tag creates and defines a web session.

The following tag fields are available for the Start Session tag.

Table 46. Start Session tags

Tag Field	Description
*Session ID	Identifies the Session ID.
*Interact Channel	Defines the name of the interactive channel this session refers to. This name must match the name of the interactive channel defined in Campaign exactly.
*Audience ID	Identifies the Audience ID. The names must match the physical column names of any table containing the Audience ID.
*Audience Level	Defines the Audience Level.
*Rely on Existing Session	Defines whether this session uses a new or an existing session
*Debug	Enables or disables debug information.
On Success Callback Function Name	Defines the name of the function to be called when the start session method is successful.

Table 46. Start Session tags

(continued)

Tag Field	Description
On Failure Callback Function Name	Defines the name of the function to be called when the start session
	method fails.

Any **Tag Field** marked with an * is required.

Optional parameters can be added with the custom tag field feature. Custom tag names must consist of the parameter name, a colon, and the data type.

The Start Session tag should be assigned to a page group whose container is set to Default.

Example tag settings

This example shows a simple configuration of the Start Session, Post Event, Get Offers, and End Session tag settings.

For any tag, you can get the tag field values from the cookie with the cookie method or from the JavaScript object with the javascriptobject method.

These tags support additional parameters that this simple example does not show.

Example Start Session tag settings

Click Tags > IBM Tags > Interact > Type: Start Session to create a Start Session tag. Edit the tag with the following settings.

Session ID settings

- Method: Constant
- Constant: 5555
- Data Type: String
- Modifier: <null>

Interactive Channel settings

- Method: Constant
- Constant: WSCDemo
- Data Type: String
- Modifier: <null>

Audience ID settings

- Method: Constant
- Constant: USERS_ID, 2002, numeric
- Data Type: string
- Modifier: <null>

Audience Level settings

- Method: Constant
- Constant: WSCUserId
- Data Type: String
- Modifier: <null>

Rely On Existing Session settings

- Method: Constant
- Constant: False
- Data Type: Boolean
- Modifier: <null>

Debug

- Method: Constant
- Constant: True
- Data Type: Boolean
- Modifier: <null>

On Success Callback Function Name settings

- Method: Unassigned
- Value: <null>

On Failure Callback Function Name settings

- Method: Unassigned
- Value:<null>

Example Get Offers tag settings

Click Tags > IBM Tags > Interact > Type: Get Offers to create a Get Offers tag. Edit the tag with the following settings.

Session ID settings

- Method: Constant
- Constant: 5555
- Data Type: string
- Modifier: <null>

Interact Point Name settings

- Method: Constant
- Constant: AuroraHomepageHeaderBannerLeft

- Data Type: string
- Modifier: <null>

Number Requested settings

- Method: Constant
- Constant: 1
- Data Type: integer
- Modifier: <null>

On Success Callback Function Name settings

- Method: Constant
- **Constant**: onOfferReturnSuccess
- Data Type: string
- Modifier: <null>

On Failure Callback Function Name settings

- Method: Constant
- **Constant**: onOfferReturnError
- Data Type: string
- Modifier: <null>

Example Post Event tag settings

Click Tags > IBM Tags > Interact > Type: Post Event to create a Post Event tag. Edit the tag with the following settings.

Session ID settings

- Method: Constant
- Constant: 5555
- Data Type: string
- Modifier: <null>

Event Name settings

- Method: Constant
- Constant: ACCEPTOFFER
- Data Type: string
- Modifier: <null>

On Success Callback Function Name settings

- Method: Constant
- Constant: onSuccessTestFunction

- Data Type: string
- Modifier: <null>

On Failure Callback Function Name settings

- Method: Constant
- **Constant**: onErrorTestFunction
- Data Type: String
- Modifier: <null>

Additional parameter field settings

- Tag Field: UACIOfferTrackingCode:string
- Method: JavaScriptObject
- Object Name: oa.treatmentCode
- Data Type: string
- Modifier: <null>

Example End Session tag settings

Click Tags > IBM Tags > Interact > Type: End Session to create an End Session tag. Edit the tag with the following settings.

Session ID settings

- Method: Constant
- Constant: 5555
- Data Type: String
- Modifier: <null>

On Success Callback Function Name settings

- Method: Unassigned
- Value: <null>

On Failure Callback Function Name settings

- Method: Unassigned
- Value: <null>

Example functions

For the functions used for the On Success Callback Function Name and On Failure Callback Function Name settings, you only have to specify the function name when you create a new tag if the function is already present on your webpage.

You can also use the Digital Data Exchange Utilities to create functions and add them to your webpages.

The following example shows how to display an offer returned from Unica Interact on your webpage. You must include this script on the page or use the Digital Data Exchange code snippet to inject it.

```
<script>
oa = {treatmentCode: ""};
function acceptOffer(treatmentCode) {
oa.treatmentCode = treatmentCode;
}
function onOfferReturnSuccess(response) {
var offer = response.offerList[0].offers[0];
var attributes = offer.attributes;
var offerText = "";
var offerLinkURL = "#";
for(var i = 0; i<attributes.length; i++)</pre>
{
if(attributes[i].n == "OfferTerms")
{
offerText = attributes[i].v;
}
else if(attributes[i].n == "OfferLinkURL")
{
offerLinkURL = attributes[i].v;
}
}
var link = "<a href=\"'+offerLinkURL+"\" onclick=\"acceptOffer</pre>
('"+offer.treatmentCode+"')\">"+offerText+"</a>";
document.getElementById("offerContainer").innerHTML="
<div style=\"text-align:center;padding:</pre>
10px 0;background-color:#f5f5f5;\">"+link+"</div>";
}
function onOfferReturnError(response) {
(JSON.stringify(response));
}
</script>
```

Verify your integration configuration

Use the Digital Data Exchange test tool and the Interact.log file to troubleshoot any configuration problems.

You can use the Digital Data Exchange test tool to check the encyclopedia to see if your configuration works as expected. To open the test tool, click **Deployment > Test Tool** in Digital Data Exchange.

You can view the Interact.log file to see details about the various Unica Interact API calls that are made. Add the On Success Callback Function and On Failure Callback Function to each tag to debug the various calls.

Chapter 21. Unica Interact and Unica Journey integration

Unica Interact can integrate with Journey so that a continuous communication can be established with users based on the inputs from Interact. The Interact segments or audience information can be pushed to Journey, thereby enabling a continuous customer dialog. In Interact application, the new capability is added to publish the audience information to Journey. This is enabled through a Journey configuration at triggered messages outbound channel level by providing an ability to map Interact fields with Journey fields and a new outbound Kafka channel with Journey.

The following sections describe how this integration works.

Overview

Interact can utilize the Journey capabilities for continuous communication with users in case of triggered messages. Triggered messages allows the administrators to define event/ event patterns along with other conditions after an offer is made to the users. Interact can facilitate the Journey fields mapping with audience fields and the Offer attributes. The Interact Runtime can trigger communication journey with users by passing the audience details to Journey system through the outbound Kafka channel selected in Triggered Messages screen.

- The Interact-Journey field mapping can be defined under Gateway tab in Interactive channel, when a gateway of type Journey Outbound is selected. Configuration based mapping is removed and is no longer supported.
- The outbound channel configured by users is available for selection in the Triggered Messages Channel list.
- Interact-Journey fields mapping details for all channels is transferred to Interact Runtime through the deployment of interactive channel.
- The Kafka connection details are required to be configured through the gateway configuration parameters in Interact runtime.
- If the event or event pattern matches for postEvent Interact API and other conditions of the triggered messages are also met, the system triggers the outbound message with the audience fields as per the Interact-Journey fields mapping through the Journey-Kafka channel.

If required, you can configure a HTTP / SOCKS proxy with authentication between the Interact design-time and Journey. To enable the proxy, add the following JVM parameters and restart the Interact design-time application server:

-Dcom.hcl.interact.journey.proxyProtocol=HTTP or SOCKS

-Dcom.hcl.interact.journey.<proxyProtocol>.proxyHost=<IP address of the proxy server>

-Dcom.hcl.interact.journey.proxyProtocol>.proxyPort=<Listening port of the proxy server>

When authentication is required for the proxy server, add the following parameters:

-Dcom.hcl.interact.journey.<proxyProtocol>.proxyUsername=<Username for connecting to the proxy server. Don't include if no authentication required>

-Dcom.hcl.interact.journey.<proxyProtocol>.proxyPassword=<Password for connecting to the proxy server. Don't include if no authentication required>

Note: The communication between Interact run-time and Journey passes through Kafka. Hence, the HTTP / SOCKS proxy configuration is not supported.

Interact-Journey fields mapping

Interact provides a mechanism to map the Interact and Journey fields and identify the information to be sent. This Journey fields mappings can be defined on Gateway tab of an interactive channel, when Journey Outbound option is selected. These Journey fields mappings can be defined on Gateway tab of an interactive channel, when Journey Outbound option is selected. Configuration based mapping is removed and is no longer supported.

Journey details (Prior to version 12.1.0.3)

A category called "Journey" is available under outboundChannels, which defines the Interact Journey mapping information.

Journey category has the following parameters:

- New Category Name: The configuration name.
- Name: The outbound channel name that appears in the Triggered Messages list.
- EntrySourceCode: This is a Journey specific mandatory field that identifies the source of the incoming data and triggers one or more journeys. EntrySourceCode is a part of the outbound message from Interact to Journey.
- DataDefinition: The data definition name for this mapping. This field is only for information purposes in Interact so that the users can identify the fieldMappings. The field is not used in Interact for message processing.

Field mapping

Once the Journey basic details are saved, a new category named "FieldMapping" is displayed under Journey.

The FieldMapping category replicates the data definition in Journey. The category allows to define a Journey field similar to data definition field in Journey.

New Category Name: The Interact field name which is mapped against this Journey field. The format of the Interact field name is "Prefix.fieldname" and it is case insensitive for Interact. The field names on Journey side are case sensitive, hence ensure that the matching case is used for field mapping. The prefix can have two possible values.

- **OFFER** If the Journey field is mapped against an Offer attribute, the fieldname/ attribute name must be prefixed with "OFFER".
- **PROFILE** If the Journey field is mapped against a profile attribute, the Interact field name must be prefixed with "PROFILE".

Note: Real-time attributes and session parameters must also be considered profile attributes and must be prefixed with "PROFILE"

The Interact fields/parameters/attributes which are not offer specific must be prefixed with "PROFILE".

FieldName: The Journey field name to which the value of the above-mentioned Interact field is mapped to and sent to Journey through an outbound message. The Journey field name mentioned here is part of the outbound messages.

DataType: There are three data types to select from, similar to Journey Data definition.

- String
- Numeric
- Datetime

The data type is used to validate and format the Interact field value before sending it to Journey.

DefaultValue: If the Interact field value is not available, the system assigns the default value to the Journey field.

Mandatory: Interact runtime validates if the Journey field is defined as mandatory. If the field is defined as mandatory, and the corresponding Interact field value is not available, an error is logged and the message is discarded.

Note: If defaultValue is defined for such field, system uses the default value rather than discarding the outbound message.

DatetimeFormat: This property is only applicable for datetime data type. This is the datetime format, which formats the Interact field value.

MaxLength: This property is only applicable to string data type. This provides an additional validation to the field value. If MaxLength is defined and the corresponding Interact field value exceeds MaxLength, an error is logged and the message is discarded.

Users must configure a field mapping for each Journey field, which is a part of the outbound message to Journey.

You can define the Interact-Journey field mappings using the Journey Outbound options available under Gateway tab in Interactive Channel.

- It allows the marketers to select the existing data definition from Journey.
- It enables the users to select the entry sources which exists in Journeys of type Unica Interact.
- After Entry Source and data definition is selected, on clicking the Retrieve button, the details of the selected data definition populated under the Journey fields are displayed. This provides details of Journey fields like name, data type, mandatory / significant field on Journeys.
- For the Journey field, users can map the Interact fields. These can either be the Profile field, RTA or the Offer attribute from Interact.
- If the Journey field is mandatory, then the default value is required. In case, the value cannot be retrieved from Interact fields on Runtime side, the default value is used and sent to Journey.

Triggered messages

The Triggered messages screen lists the available outbound channels to select. The Journey outbound channels are also visible in the Triggered Messages Channels list.

Interact runtime configurations

Gateway

All Journey specific configurations for the Kafka connection details are configured under Affinium interact triggeredMessage gateways. A new template named "Journey" is available under gateways which must be used if the outbound channel information is to be sent to the Journey system. The following are the mandatory configurations required for the Journey outbound gateway to work.

- Kafka Connection Details: Kafka connection details must be configured as parameters to the Journey gateway. The
 parameters must include all required details like Kafka Broker URL, Kafka Topic, authentication parameters, etc. to
 enable Interact runtime to successfully send outbound messages to Journey. To find the Kafka parameters required
 for configuration, see the Unica Interact runtime environment configuration properties on page 248 section which
 includes details about creating Kafka Producer. Here are the sample parameters which you require to set in case of
 'authentication= none'.
 - o providerURL: Kafka_server_ip:port
 - topic: Kafka_topicname
 - authentication: kafka authentication mode.
 - validationTimeoutMillis: This is used at the time of validation of the outgoing message. You can set any suitable value in mili seconds as per your requirement.
 - deliveryTimeoutMillis: This is used at the time of sending out the message. You can set any suitable value in mill seconds as per your requirement.

Deployment

The Journey configuration for the Interact-Journey fields mapping information is part of the IC deployment package and is transferred to Interact Runtime when the "Interactive Channel" is deployed.

Chapter 22. Unica Interact and Unica Deliver integration

Unica Deliver is a web-based, enterprise scale marketing message solution that you can use to conduct outbound bulk messaging like email, SMS, Push, and WhatsApp, and transactional messaging campaigns.

Interact has rich capabilities to come up with the best offers possible in real-time for the users. Unica Interact can integrate with Deliver so that a continuous communication can be established with users based on the inputs from Interact. The Interact audience information can be pushed to Deliver, thereby enabling a continuous customer dialog. Interact-Deliver integration aims to leverage Deliver's outbound capabilities to configure and contact a user with the appropriate offers based on their events and activities.

Deliver-Interact integration is enabled through the Gateway tab under the Interactive channel user interface. This enables the capability to select the type of Deliver communication along with the relevant Deliver templates and map Interact fields with Deliver fields.

Overview

Interact can utilize the Deliver capabilities to continuously communicate with users through triggered messages. Triggered messages allows the administrators to define event or event patterns along with other conditions for an offer to be made to the users.

Interact allows the administrators to select the type of message and the required Deliver template under the Source tab. Currently, email, SMS, MobileApp, and WhatsApp messages are supported. The Deliver fields present in the template can be mapped to the Interact audience fields and Offer attributes.

The Interact runtime can trigger communication message for the users with the personalized field values to Deliver system through the outbound channel selected in the Triggered Messages screen.

- The Interact-Deliver field mapping can be defined under Gateway tab in Interactive channel, when a gateway of type Deliver Outbound is selected.
- The Deliver fields present for mapping are based on the source type and the associated Deliver document selected. Users can create the template from Deliver Messaging Editor and Quick Builder tabs.
- The outbound channel configured by users is available for selection in the Triggered Messages Channel list.
- Interact-Deliver fields mapping details for all channels is transferred to Interact Runtime through the deployment of interactive channel.
- The Deliver TMS API connection details are required to be configured through the Deliver template in Interact runtime.

If the event or event pattern matches the postEvent Interact API and other conditions of the triggered messages are also met, the system triggers the outbound message with the personalized audience fields and offer attributes as per the Interact-Deliver fields mapping through the Deliver channel.

If required, you can configure a HTTP / SOCKS proxy with authentication between the Interact design-time and Deliver. To enable the proxy at the Interact design-time, add the following JVM parameters and restart the Interact design-time application server:

-Dcom.hcl.interact.deliver.proxyProtocol=HTTP or SOCKS

```
-Dcom.hcl.interact.deliver.proxyProtocol>.proxyHost=</P address of the proxy server>
-Dcom.hcl.interact.deliver.proxyProtocol>.proxyPort=<Listening port of the proxy server>
```

Add the following parameters when authentication is required for the proxy server:

```
-Dcom.hcl.interact.deliver.<proxyProtocol>.proxyUsername=<Username for connecting to the proxy server. Don't include if no authentication required>
```

-Dcom.hcl.interact.deliver.<proxyProtocol>.proxyPassword=<Password for connecting to the proxy server. Don't include if no authentication required>

To enable the proxy at the run-time, add parameters in the Deliver gateway Platform configuration or add the following JVM parameters:

Note: JVM parameters will override all the proxy values defined in the Platform configuration.

```
-Dcom.hcl.interact.tms.proxyProtocol=HTTP or SOCKS
-Dcom.hcl.interact.tms.<proxyProtocol>.proxyHost=<IP address of the proxy server>
-Dcom.hcl.interact.tms.<proxyProtocol>.proxyPort=<Listening port of the proxy server>
```

When authentication is required for the proxy server, add the following parameters:

-Dcom.hcl.interact.tms.<proxyProtocol>.proxyUsername=<Username for connecting to the proxy server. Don't include if no authentication required>

-Dcom.hcl.interact.tms.<proxyProtocol>.proxyPassword=<Password for connecting to the proxy server. Don't include if no authentication required>

Restart the Interact run-time application server after adding the JVM parameters.

Interact-Deliver mapping

Interact provides a mechanism to map the Interact and Deliver fields and identify the information to be sent. This Deliver fields mappings can be defined on Gateway tab of an interactive channel, when Deliver Outbound option is selected. The Deliver fields to be mapped are retrieved based on the source type and the template selected.

Deliver field mapping

Once the basic gateway details are saved in the 'General' tab, the administrators can proceed to the "Source" tab.

Here administrators can select the source type for the type of message through which users are contacted. Currently, email, SMS, MobileApp, and WhatsApp are supported.

After the source type is selected, users can select from the list of the templates available. These templates are created from the "Messaging Editor" or Quick Builder (email templates) in Deliver. Selection of a particular Deliver template lists all the fields associated with the template.

Triggered messages

The Triggered messages screen lists the available outbound channels to select. The Deliver outbound channels created in configuration are also visible in the Triggered Messages Channels list.

Interact runtime configurations

Gateway

All Deliver specific configurations for the Deliver TMS API details are configured under Affinium interact triggeredMessage gateways. A new template named "Deliver" is available under Gateway tab which must be used if the outbound channel information is to be sent to the system. The following are the mandatory parameters required in the Deliver template.

- deliverURL: Deliver Transactional API URL.
- username: User name for the Deliver hosted account.
- dataSourceName: Data Source for the Deliver hosted account.

To enable the proxy at the run-time, the some parameters are required in Parameter Data of Deliver gateway. The configuration Path is Affinium/interact/triggeredMessage/gateways/<DeliverGatewayName>/Parameter Data.

The parameters required are as follows:

proxyProtocol

HTTP | SOCKS

proxyHost

IP address of the proxy server

proxyPort

Listening port of the proxy server

proxyUsername

Username for connecting to the proxy server. Do not include if no authentication required.

proxyPassword

Password for connecting to the proxy server. Do not include if no authentication required.

Deployment

The Deliver configuration for the Interact-Deliver fields mapping information is part of the Interactive Channel deployment package and is transferred to Interact Runtime when the "Interactive Channel" is deployed.

Chapter 23. Configure gateways

Use triggered message gateways to send offer information from outbound channels.

You can use the following outbound gateways with triggered messages. These gateways are available under "Affinium| interact|triggeredMessage|gateways".

You can receive information in Interact using Inbound gateways ,which are available under "Affinium|interact| activityOrchestrator|". The gateway files are available under INTERACT_HOME/conf/gateways/. Also, the related configurations are available out of the box under "Affinium|Campaign|partitions|partition1|Interact|outboundChannels" for design time and under the "Affinium|interact|triggeredMessage|gateways", "Affinium|interact|activityOrchestrator|gateways" nodes.

- Unica Interact Inbound Gateway for IBM Universal Behavior Exchange
- Unica Interact Outbound Gateway for IBM Universal Behavior Exchange
- Unica Interact Email (Transact) Outbound Gateway for IBM Marketing Cloud
- Unica Interact Outbound Gateway for IBM Mobile Push Notification

Mapping for these gateways can be defined under Gateway tab under Interactive channel. If you want to continue using the property files based mapping, you must set the following JVM parameters.

For Outbound Gateways

OUTBOUND_GATEWAYS_USING_MAPPING_FROM_PROPERTIES. For example:

DOUTBOUND_GATEWAYS_USING_MAPPING_FROM_PROPERTIES=EMail

For Inbound Gateways

INBOUND_GATEWAYS_USING_MAPPING_FROM_PROPERTIES. For example:

DOUTBOUND_GATEWAYS_USING_MAPPING_FROM_PROPERTIES=UBX

If there are more than one Gateway, add the comma separated gateway names.

Using the Unica Interact Inbound Gateway for IBM Universal Behavior Exchange

To use the Unica Interact Inbound Gateway for IBM Universal Behavior Exchange, you must create an endpoint and event in UBX system, configure Interact, and configure a UBX subscriber endpoint.

Use the following configurations as an example for your configuration.

A. Creating an endpoint and event in UBX

This is a sample endpoint and event that you can use as an example.

Use the following steps to create an endpoint and event in UBX.

- 1. Use the REST API client to post the requests to UBX.
- 2. Register an endpoint in UBX with JSON. See the following example.

```
Method Call: PUT
URL: https://ubx-qa1-api.adm01.com/v1/endpoint
Headers: Content-Type: application/json
Accept-Charset: UTF-8
Authorization: Bearer 912586bf-190d-48f9-8488-26f1bf532ef3
(Note: This is the Auth Key generated from the UBX UI.)
Body
{
"name":"Interactubxdk1",
"description":"Interactubxdk1",
"providerName":"IBM", "
"url":"http://Host:port/ubxEndPoint/UBXEndPoint",
"endpointTypes":{
"event":{
"source":{
"enabled":true
},
"destination":{
"enabled":true,
"url":"http://Host:port/ubxEndPoint/UBXEndPoint",
"destinationType":"push"
}
}
},
"marketingDatabasesDefinition":{
"marketingDatabases":[
{
"name":"IDSync",
"identifiers":[
{
"name":"interactprofileid",
"type":"INTERACTID"
}
]
}
]
}}
```

3. Register an eventtype in UBX with JSON. See the following example.

```
Event Registration for Interact Event in UBX
Method Call: POST
URL: https://ubx-qal-api.adm01.com/v1/eventtype
Headers:
Content-Type: application/json
Accept-Charset: UTF-8
Authorization: Bearer 912586bf-190d-48f9-8488-26f1bf532ef3
Note: This is the Auth Key generated from the UBX UI.)
Bearer 912586bf-190d-48f9-8488-26f1bf532ef3
Body
{
    "name": "recommendedOffers",
    "description": "recommended offers by OMO",
    "code": "recommendedOffers"
}
```

4. Post an event to UBX with JSON. See the following example.

```
{
```

```
"channel" : "mobile",
"identifiers" : [
{
    "name" : "interactprofileid",
    "value" : "55"
}
],
"events" : [
{
    "code" : "recommendedOffers",
    "timestamp" : "2015-12-28T20:16:12Z"
}
]
```

B. Configuring Unica Interact for the Unica Interact Inbound Gateway for IBM Universal Behavior Exchange

Use the following steps to configure Unica Interact.

- 1. In the Interact | activityOrceshtrator | receivers configuration property, add a new receiver. Set Type to Kafka or Custom. If you choose Custom, enter ClassName and ClassPath. If you choose Kafka, leave ClassPath and ClassName blank.
- 2. Add providerUrl, topic, authentication, group.id, and zookeeper.connect parameters for your receiver.
- 3. In the Interact | activityOrceshtrator | gateways configuration property, UBX category is available by default.
- 4. Using properties files based mappings.
 - Create a new folder, example, Interactubx12 folder under the <Interact_Home>\conf\inbound\UBX directory and copy the properties files to this new folder. The folder name much match the name of the subscriber endpoint that you created in UBX.
 - Configure the interactEventNameMapping.properties file.

Use this file to map the value of the payload event field that is defined in the interactEventPayloadMapping.properties file as [EventName] to the Interact event name. The interactEventNameMapping.properties file is in the <Install dir>\conf \inbound\UBX directory.{UBX event name}={Interact event name} Example: recommendedOffers=recommendedOffers

If support for payload data from specific source is necessary, this file may also be placed in the <Install dir>\conf\inbound\UBX\{source} directory. The value for source should match the value of source field in the UniversalBehavior Exchange event payload, typically the Universal Behavior Exchange endpoint name. If support fordata using specific versions is necessary, this file may also be placed in the <Install dir>\conf\inbound\UBX\{source}\version-{version} directory. The value for version must match the value of version field in the Universal Behavior Exchange event payload.

To support multiple Universal Behavior Exchange instance data, this file may also be placed in the <Install dir>\conf\inbound\UBX\{source}\version-{version}\account-{clientID} directory. The value for clientID must match the value of clientID in the Universal Behavior Exchange event payload

• Configure the interactEventPayloadMapping.properties file, add your field definitions.

Use the interactEventPayloadMapping.properties file to map the inbound field to the Interact API parameters. The interactEventPayloadMapping.properties file is in the <Install dir>\conf \inbound\UBX directory.

Interact API parameters: The value must start with a field type definition, followed by either a static value when the value is in double quotes, or a field name from the payload data. (FIELD_TYPE)"STATIC_VALUE" or (FIELD_TYPE)PAYLOAD_FIELD_NAME. FIELD_TYPE can be either String, Numeric, or DateTime.

For example:

```
[SessionID]=(String)interactprofileid
[EventName]=(String)code
[AudienceIDFieldNames]=(String)"change_me"
[AudienceIDFieldValues]=(String)interactprofileid
[AudienceLevel]=(String)"change_me"
[InteractChannel]=(String)"change_me"
```

Event data: These properties are used to map the event attributes that can be used in your outbound channel communications. The left side contains the variable names you use in your outbound channel communication. The value must start with a field type definition, followed by either a static value when the value is in double quotes, or a field name from the payload data. (FIELD_TYPE)"STATIC_VALUE" or (FIELD_TYPE)PAYLOAD_FIELD_NAME. FIELD_TYPE can be either String, Numeric, or DateTime.

If support for payload data from specific source is necessary, this file may also be placed in the <Install dir>\conf\inbound\UBX\{source} directory. The value for source should match the value of source field in the Universal Behavior Exchange event payload, typically the Universal Behavior Exchange endpoint name. If support for data using specific versions is required, this file may also be placed in the <Install dir>\conf\inbound\UBX\{source}\version-{version} directory. The value for version must match the value of version field in the Universal Behavior Exchange event payload. To support multiple Universal Behavior Exchange instance data, this file may also be placed in the <Install dir>\conf\inbound\UBX\{source}\version-{version}\account-{clientID} directory. The value for clientID should match the value of clientID in the Universal Behavior Exchange event payload.

- Restart the Interact server.
- Create an interactive channel and add an event to it.
- Using UI based mappings:

Use **Generic Inbound** option available under the **Gateway** tab on Interactive channel. Create gateway with the name 'UBX' and define the event mappings.

It is required that the incoming request coming from UBX must contain the ICName header parameter. The mappings from the specific Interactive channel will be initialized based on this header value.

- 5. Perform the steps mentioned in sections C and D below.
- 6. Deploy the interactive channel.
- 7. Post an event to UBX from any publisher or to test with a REST API client.

Example event body:

```
{
    "channel" : "mobile",
    "identifiers" : [
        {
            "name" : "interactprofileid",
            "value" : "55"
        }
    ],
    "events" : [
        {
            "code" : "recommendedOffers",
            "timestamp" : "2015-12-28T20:16:12Z"
        }
    ]
}
```

8. Check the Unica Interact log to see if the triggered messages event is triggered. You can use this event for further processing in patterns/triggered messaged as per your specific use case

You can also refer the endpoint logs for more information

C. Configuring the Unica Interact Inbound Gateway for IBM Universal Behavior Exchange endpoint

You must also use the instructions to complete the following configurations.

- UBX endpoint with Kafka
- · Endpoint ubxInboundEndpoint.properties file
- Endpoint inboundTopicNameConfig.properties file
- Endpoint log4j2.xml file

ubxInboundEndpoint.properties file

Use the ubxInboundEndpoint.properties file to configure where to send Universal Behavior Exchange event payload to Unica Interact Inbound Gateway for IBM Universal Behavior Exchange. The ubxInboundEndpoint.properties file is in the <gateway endpoint install dir on the application server> directory.

- providerURL Required: A list of host or port pairs to be used for establishing the initial connection with the Kafka cluster. This list must be in the form of host1:port1
- authentication defaults to none For different authentication modes and its related properties, see the Interact | activityOrchestrator | receivers section.
- group.id Required Any string (example: InteractTMGateway)
- **zookeeper.connect** Optional <host>:<port> (example: localhost:2181)

A restart of the gateway endpoint webapp (ubxInboundEndpoint.war) is required in web server or application server

- UBX endpoint with Kafka
- · Endpoint ubxInboundEndpoint.properties file

- Endpoint inboundTopicNameConfig.properties file
- Endpoint log4j.properties file

inboundTopicNameConfig.properties file

The Unica Interact Inbound Gateway for IBM Universal Behavior Exchange endpoint sends the event to Interact by writing to a Kafka Topic. Use the inboundTopicNameConfig.properties file to specify the topic name on which data is published.

Example:

topic=UBXTopic

A restart of gateway endpoint webapp (ubxInboundEndpoint.war) is required in web server or application server for any changes in this file to take effect.

log4j2.xml file

Use the log4j2.xml file to configure different log level for the endpoint. The log4j2.xml file is in the <gateway endpoint install dir on the application server> directory.

Description

Set the log level for com.ibm.web.offerorchestration.inbound.common and com.ibm.web.offerorchestration.inbound.ubx accordingly

D. Deploying the Unica Interact Inbound Gateway for IBM Universal Behavior Exchange and endpoint

- The Unica Interact inbound gateway war is present at location <Interact_Home>\UBXInboundEndpoint \ubxInboundEndpoint.war.
- Copy this war file along with conf folder on Unica supported App servers. This server posts data to the Interact inbound Kafka topic to be later consumed by the Unica Interact Inbound Gateway for IBM Universal Behavior Exchange.

The Unica Interact Inbound Gateway for IBM Universal Behavior Exchange endpoint is configured to accept requests from Universal Behavior Exchange and send it to the Unica Interact Inbound Gateway for IBM Universal Behavior Exchange.

You must complete the following tasks to configure the Universal Behavior Exchange Subscriber Gateway endpoint

1. Configure a new Java system property (-DubxInboundEndpointConfigPath) by editing the configuration file in the web server or in the administrative console of application server.

The <u>-DubxInboundEndpointConfigPath</u> property must point to the endpoint install directory in the server (i.e conf folder which is copied in the above section).

This directory contains configuration files for the target Kafka environment and various logging levels for the endpoint. For example -DubxInboundEndpointConfigPath=c: \ubxInboundEndpoint.

 Deploy the Unica Interact Inbound Gateway for IBM Universal Behavior Exchange endpoint web archive file (ubxInboundEndpoint.war) from the install directory as described in the web server or application server documentation.

To verify that the endpoint was installed correctly, enter the following address into any browser and look for message

UBX End Point is UP.

```
http://[Server]:[Port]/[ContextRoot]/UBXEndPoint
```

Note: You must protect the publicly accessible Unica Interact Inbound Gateway for IBM Universal Behavior Exchange endpoint by adding the required firewall rules to accept http request from IBM Universal Behavior Exchange Server only.

For example, you can use the following instructions to configure and deploy Unica Interact Inbound Gateway for IBM Universal Behavior Exchange endpoint on WebSphere Application Server.

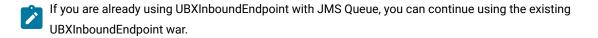
- 1. Open the administrative console.
- 2. Select Servers > (Expand Server Types) > server_name > (Expand Java[™] and Process Management) > Process Definition > Java Virtual Machine.
- 3. In the generic JVM arguments, add the property-DubxInboundEndpointConfigPath=<Universal Behavior Exchange Subscriber Gateway endpoint install dir on the application server>. For example, add the property -DubxInboundEndpointConfigPath=C:\ubxInboundEndpoint.
- 4. Click **OK** to save the changes to the master configuration.
- 5. Restart the application server.

Deploy the endpoint in WebSphere Application Server

- 1. Log in to the administrative console.
- 2. Navigate to Applications > Application Types > Websphere enterprise applications. Click Install.
- 3. Use the **Preparing for the application installation** option to locate the endpoint war file (ubxInboundEndpoint.war) to be installed and then click **Next**.
- 4. Click Next in subsequent pages to reach Map context roots for Web modules.
- 5. Use the Map context roots for Web modules to locate the Context Root and change value to /UBXEndPoint, this becomes the context root. Click next.
- 6. Click Finish.
- 7. Once the application finished installing, click Save to keep the changes on the master configuration.
- 8. Back in the listed and installed applications, mark the checkbox for ubxInboundEndpoint_war and click Start to load.

Note:

UBXInboundEndpoint is updated to support Kafka by default. UBXInboundEndpoint will be shipped out of the box with Interact.



Using the Unica Interact Outbound Gateway for IBM Universal Behavior Exchange

To use the Unica Interact Outbound Gateway for IBM Universal Behavior Exchange, you must configure Unica Interact, UBX, and the gateway.

Use the following configurations as an example for your configuration.

If you use UBX as an outbound channel, Unica Interact acts as publisher type of endpoint, which publish events to UBX. From UBX these events can be sent to subscriber.

Before you begin the configuration, request for outbound access to host machine. You need net access to be enabled for the host machine.

Registering endpoints and events in UBX

An appropriate endpoint is required to be registered with UBX as a prerequisite. Contact Acoustic for creating endpoints and events in UBX.

Configuring Unica Interact and the gateway

- 1. Under the Interact folder, in the httpConnectionConfig.properties file, specify the timeout.
 - For example:

connectTimeoutMs=180000

When OMO is configured to use a HTTP connection, a HTTP proxy can be configured optionally with authentication between Interact and the endpoint. To enable the proxy for outbound gateways, update the values of following properties.

- proxyHost=<IP address of the proxy server>
- proxyPort=<Listening port of the proxy server>
- targetUsername=<username for connecting to the proxy server. leave blank if no authentication required>
- targetPassword=<password for connecting to the proxy server. leave blank if no authentication required>

For example:

```
authKey=912586bf-190d-48f9-8488-26f1bf532ef3
[Auth Key used to register publisher endpoint and event in UBX]
interactProfileIdFieldName=interactprofileid
[Field name from the ubxContentMapping.properties file]
```

2. Using properties files based mappings

• Update the values for interactprofileid and eventName in the ubxContentMapping.properties file.

You can pass Event Name in three formats: when the value is in double quotes, it is a static value; when the value is in the offer.offerAttributeName format, it maps to the offer attribute offerAttributeName; and when the value is in the profile.profileAttributeName format, it maps to the profile attribute profileAttributeName.

The Event Name value should match the code used to register the event in UBX . This is case sensitive. Restart the application server.

For example:

```
eventName="abandoned_shopping_carts"
eventName=offer.Card
eventName=profile.EMAIL
```

- Using UI based mappings.
 - Create a gateway with the name 'UBX' of type Generic Outbound in an Interactive Channel.
 - Create a channel property with the property name as interactProfileIdFieldName and interact field as the endpoint required field name. For example: interactProfileIdFieldName=interactprofileid.
 - In the Mapping section, you can define the eventName in the following three formats:

eventName=abandoned_shopping_carts (default value can be assigned to get the static eventName)

eventName=offer.Card (value is retrived from Offer attributes)

eventName=profile.EMAIL (value is retrived from Profile attributes)

- 3. Add a channel under the Interact | triggeredMessage | channel configuration property.
- 4. Define the same channel in design time under Campaign | partitions | partition [n] |Interact | outboundChannels
- 5. Create a triggered messages rule with an event name and that uses the channel you added in the previous steps.
- 6. Deploy the interactive channel.
- 7. From the API Test client, start the session for interactive channel where triggered message rule is configured and the post event which triggers the offer to UBX.

Using Unica Interact Outbound Gateway for IBM Mobile Push Notification

To use this mobile push outbound or publisher gateway, you must configure Unica Interact, IBM Marketing Cloud, and the gateway.

Use the following configurations as an example for your configuration.

Configuring IBM Marketing Cloud

- 1. Ensure that you have an IBM Marketing Cloud account with push access. Also make note of your Client ID, Client Secret, and Refresh Token.
- 2. On the Data tab, create a new database. Add a new Mobile User ID to the database along with the default fields.
- 3. On the **Search** tab, search by the Mobile User ID field. Hover the mouse key on first No email field. You will see the recipient ID at the bottom of browser window. Add this recipient ID to the Unica Interact profile table.

Configuring the Unica Interact Outbound Gateway for IBM Mobile Push Notification

1. Configure the silverpopEngagePushConfig.properties file.

For example:

```
OauthServiceURL=<protocol>://<hostname>/<other_information>
pushServiceURL=<protocol>://<hostname>/<other_information>
```

2. Configure the silverpopEngagePushContentMapping.properties file.



If you are using UI based mappings, perform the following actions.

- a. Create a gateway with the name 'MobilePush' of type Generic Outbound in an Interactive Channel.
- b. Create the following mappings in the Mapping section.

For example:

```
Interact Profile table attributes:
appKey=appKey
engageRecipientId=recipientId
mobileUserId=mobileUserId
deviceType=deviceType
Interact Offer attributes:
simpleSubject=simpleSubjectAttr
simpleMessage=simpleMessageAttr
simpleActionData=simpleActionDataAttr
simpleActionType=simpleActionTypeAttr
simpleActionLabel=simpleActionLabelAttr
personalizeAttributeList=personalizeAttributeList
contentId=ContentID
campaignId=campaignId
```

Configuring Unica Interact

1. Create the following offer attributes.

```
simpleActionDataAttr: string
simpleActionLabelAttr: String
simpleActionTypeAttr: string
simpleMessageAttr: string
simpleSubjectAttr: string
contentID: string
campaignId=string
personalizeAttributeList=string
```

2. Create an offer template with the offer attributes and the following offer values.

```
simpleActionDataAttr: www.ibm.com
simpleActionLabelAttr: Open URL
simpleActionTypeAttr: url
simpleMessageAttr: <Enter your message text here>
simpleSubjectAttr: <Enter subject here>
contentID: ID of the push message template that is created in Engage.
PersonalizeAttributeList: A comma separated list of attribute name
value pairs that you want to put in the personalizationDefaults
section of the payload to be sent to Engage.
```

When you use the contentID attribute, the other simple.. attributes are ignored as the complete details are picked up from the Engage template.

Example personalizedAttributeList

personalizeAttributeList=discount=10,Offercost=20
campaignId=campaignname that you want to use for this campaign.

3. Your profile table has the following columns and values.

```
appKey: gcsTQo6v79
recipientId: 13472242
deviceType: android or ios
```

4. Navigate to INTERACT_HOME/conf/gateways/outbound/common. Under the Interact folder, in the

httpConnectionConfig.properties file, specify the timeout.

For example:

connectTimeoutMs=6000

When OMO is configured to use a HTTP connection, a HTTP proxy can be configured optionally with authentication between Interact and the endpoint. To enable the proxy for outbound gateways, update the values of following properties.

- proxyHost=<IP address of the proxy server>
- proxyPort=<Listening port of the proxy server>
- targetUsername=<username for connecting to the proxy server. leave blank if no authentication required>
- targetPassword=<password for connecting to the proxy server. leave blank if no authentication required>
- 5. Create a channel and a handler under **Interact** | **triggeredMessage** and use the [Mobile_Push] gateway that you created above in that channel. This channel is used in the triggred message to send push messages.
- 6. Create an interactive channel and add a triggered message that uses the offer you created previously to the trigger rule.
- 7. Deploy the interactive channel.
- 8. From the API Test client, perform a startSession for interactive channel where triggered message rule is configured and the postEvent which triggers the offer to Mobile Push.
- 9. Check the Unica Interact logs to make sure the push was sent successfully. The status code 202 means successful delivery.

Using the Unica Interact Email (Transact) Outbound Gateway for IBM Marketing Cloud

You can use this integration with Silverpop, Unica Interact and Unica Interact Email (Transact) Outbound Gateway for IBM Marketing Cloud to send triggered email offers to your customers.

Ensure that the following prerequisites are fulfilled.

- Create a customer audience profile table with an email column. Use this profile table for your interactive channel.
- Request that net access to the host machine is enabled for your outbound channel.

Adding a dispatcher for the gateway integration

The dispatcher adds your offer into a queue for the Unica Interact Email (Transact) Outbound Gateway for IBM Marketing Cloud so that your offer email can be sent.

About this task

You must add a dispatcher to use the HCL Email (Transact) Outbound Gateway for IBM Marketing Cloud.

- 1. Navigate to Interact | triggeredMessage | dispatchers | <dispatcherName> in configuration properties.
- 2. Add a New category name for your dispatcher.
- 3. Select a type. You can choose from InMemoryQueue, Kafka, JMSQueue, and Custom.
- 4. Enter the className.
- 5. Enter the classPath.

Configuring the OMO-conf_outbound_common_httpConnectionConfig parameter

Navigate to INTERACT_HOME/conf/gateways/outbound/common. Under the Interact folder, in the httpConnectionConfig.properties file, specify the timeout.

For example: connectTimeoutMs=60000 When OMO is configured to use a HTTP connection, a HTTP proxy can be configured optionally with authentication between Interact and the endpoint. To enable the proxy for outbound gateways, update the values of following properties.

Choose from:

- proxyHost=<IP address of the proxy server>
- proxyPort=<Listening port of the proxy server>
- targetUsername=<username for connecting to the proxy server. leave blank if no authentication required>
- targetPassword=<password for connecting to the proxy server. leave blank if no authentication required>

Configuring the OMO-conf_outbound_silverpop_silverpopConfig parameter

In the silverpopConfig.properties file, set the values for OauthServiceURL, xmlAPIServiceURL, clientID, clientSecret, and refreshToken. Consult your Marketing Cloud administrator to get customer specific values from the transact.xml file.

Configuring the OMO-conf_outbound_silverpop_silverpop ContentMapping parameter

You must configure the OMO-conf_outbound_silverpop_silverpopContentMapping parameter for your gateway.

About this task

In case, the properties file based mapping is used, update the properties file with the following mappings.

- In case UI based mapping is used, create a Gateway with the name 'EMail'.
- On the Mapping sections, create mappings for the following properties.

In the ${\tt silverpopContentMapping.properties}$ file, set the values for your content mapping.

- a. Set the campaignId property. The value for this property is an offer attribute name that is specified in your offer templates.
- b. Set the email property. The value for this property is the column name in your profile table. Add an email column in your profile table and specify the email IDs. These are the email IDs of the recipients.
- c. Define your offer attributes in additionalOfferPfAttributesUsedInEmail. This property sets the attributes from your offer template that are needed for the mailing template. You can use additionalProfilePfAttributesUsedInEmail to define fields from your profile table. You can use * to consider all offer attributes and column values.

Configuring the deliveryTimeoutMillis parameter

To increase the Unica Interact server timeout to connect with Marketing Cloud server, set the deliveryTimeoutMills parameter.

About this task

- Navigate to Interact | triggeredMessage | gateways | <SilverpopGatewayName> | deliveryTimeoutMillis in configuration properties.
- 2. Set the **value**. For example, you could set **value** to 60000. This would increase the server timeout to 60000 milliseconds.

Add a channel handler for the Unica Interact Email (Transact) Outbound Gateway for IBM Marketing Cloud

Add a channel handler in the Unica Interact runtime environment.

- 1. Navigate to Interact | triggeredMessage | channels | <SilverpopChannelName> | <handlerName> in configuration properties.
- 2. Add a New category name for your channel handler.
- 3. Set the name of the dispatcher you previously added.
- 4. Set the name of the gateway.
- 5. Set the **mode**. If Failover is selected, this handler is used only when all the handlers with higher priorities defined within this channel failed to send offers. If **Addon** is selected, this handler is used no matter if other handlers have successfully sent offers.
- 6. Set the **priority** for this handler.

Adding an outbound channel for the Unica Interact Email (Transact) Outbound Gateway for IBM Marketing Cloud

Add an outbound channel in the Unica Interact design environment.

- 1. Navigate to Campaign | partitions | partition[n] | Interact | outboundChannels in configuration properties.
- 2. Add a New category name for your outbound channel.
- 3. Add a **name** for your outbound channel. Make sure the channel name is the same as the channel name you added in the **Interact | triggeredMessage | channels | <SilverpopChannelName>** configuration property.

Configuring the transactional mailing with the Unica Interact Email (Transact) Outbound Gateway for IBM Marketing Cloud

You must configure your transactional mailing to send your email offer.

- 1. In the Marketing Cloud (Transact), click **Data > Create Database**. Then click **Create** to create a profile table. You can also import the profile table where you added the email column.
- 2. Click Automation > Transactional messages > Create Group. Select Transact for the Event Trigger. You also need to select the datasource you previously created. Click Save & Activate.

The offer that is sent through The Marketing Cloud should have the same attribute you set for the campaignId in the silverpopContentMapping.properties file. The value for this offer attribute is the campaignId that is generated for the automated message group.

3. Click Content > Create Mailings and select the content source from the previous step. Enter the mailing body. Click Automate. Select Assign Mailing to Existing Group of Automated Messages. Click Submit & Activate.

The mailing subject line and body can be personalized using offer attributes and profile attributes. Use the % %Attribute_Name%% syntax to define attributes.

- 4. The Marketing Cloud server only accepts outbound gateways submissions from IP addresses set up in advance. To add an IP address, navigate to Settings > Org Admin > Security Settings > Access Restrictions.
- 5. If you use the WebSphere Application Server, you need to import the Marketing Cloud SSL certificate. This is not required for WebLogic users.
 - a. In the WebSphere Application Server console, navigate to SSL certificate and key managemen > Key stores and certificate > NodeDefaultTrustStore > Signer certificates > Retrieve from port.
 - b. Set the host and port.
 - c. Restart the WebSphere Application Server.

Contact Central integration configurations

InteractDT

The following are the settings for Contact Central

Affinium|Campaign|partitions|partition1|Interact|Contact Central

FICE 🟠 Recent Dashboard Campaign Interact Analytics						
Configuration ⊠					asm adr	nin Logout 🗹 () Settings He
é⊢ <mark>p</mark> Engage é⊢ po utx é⊢ ⊜ Interact	*	Settings for 'Contact Central' (Affinium/Campaign(partitions(partition1(Interact(Contact Central)				
■ report		URL connectionTimeoutInSec Edit settings		http://comp-5013-1.nonprod.hclpnp.com.7001/ContactCentral		
validation						

- URL: The Contact Central provider URL. If you have configured ISAM login method, use the Contact Central Interact URL. For example, http://<hostname:port>/ContactCentral or https://<hostname:port>/ContactCentral.
- connectionTimeoutInMS: The connection to Contact Central timeout in milliseconds.

Interact runtime

The following are the settings for Contact Central

(Affinium|Interact|triggeredMessage|Contact Central

Configuration 🛛	asm admin Lo	
ei⊢ SPSS ei⊢ Sampaign ei⊢ eiMessage	Settings for 'Contact Central' (Affinium(interact)riggeredMessage(Contact Central)	
é- ≣Interact	Enabled	True
ie- ⊒ general ie- ⊒ Flowchart	providerURL	http://comp-5013-1.nonprod.hclpnp.com:7001/ContactCentral
e profile	validatePeriodInSecs	5
m - F offerserving	connectionTimeoutinMS	500
ie- 🛃 services ie- 🔄 cacheManagement	capacityBufferSize	60
in triggeredMessage	usemame	platform_admin
ée- <mark>;;;; dispatchers</mark> ée- <u>:::::</u>] gateways é2- <mark>;;;; channels</mark>	dataSourceName	UA_PROFILE
Contact Central	Edit settings	

- Enabled: true: enable, false: disabled.
- providerURL: The Contact Central provider URL. If you have configured ISAM login method, use the Contact Central Interact URL. For example, http://<hostname:port>/ContactCentral or https://<hostname:port>/ ContactCentral.
- connectionTimeoutInMS: The connection to Contact Central timeout in milliseconds.
- validatePeriodInSecs: Interact runtime update or sync with Contact Central pre validate period.
- capacityBufferSize: Specifies whether offer sent to the end user is based on gateway associated preference (or timezone) and selected contact channel capacity. In order to allocate extra capacity in Interact runtime, set capacityBufferSize.
- Username and datasourceName: Used for authentication to call Contact Central service.

Chapter 24. Interact Design Time Separation from Campaign

Unica Interact 12.1.6 onwards, Interact Design Time is a standalone application under Unica suite, independent of Campaign. Interact Design Time has been part of the Unica Campaign product hence tightly coupled with Campaign and uses a lot of Campaign services. After separation, Interact Design Time can function properly irrespective of Campaign is installed or not. Interact Design Time is a new application under HCL Unica having its own configurations for Security, REST API Filter configuration, UI Navigation settings etc deployed with /InteractDT as context root.

Roles and Permissions

PopulateDB utility in Unica Platform will create a new entry in the applications for InteractDT, create Admin/Execute/Review roles and move the existing Interact Design time permissions from Campaign application to InteractDT. Role type "Policy" will continue to be shared between Unica Campaign and Unica InteractDT. This utility is executed by Unica Interact Installer with InteractDT as application parameter:

PopulateDB -n InteractDT

A roles migration utility com.unicacorp.migration.upgradeTool.InteractDTRolesMigrationTask is created as part of the InteractDT Upgrade tools which performs following actions:

- Identify all roles in Campaign that have any Interact Design Time permission(s).
- Clone those roles with a prefix of "InteractDT" under the InteractDT application node and assign only InteractDT permissions to these new roles.
- Identify and assign the cloned roles to the users and the user groups as they were assigned under Campaign.
- Remove the Interact Design Time specific permissions from the Campaign roles.

UI Navigation and API Security Configuration

API security configuration under Affinium | suite | security | apiSecurity | interact will continue to be used as is.

The Product property will be updated from Campaign to InteractDT by the

com.unicacorp.migration.upgradeTool.InteractDTConfigMigrationTask for the following configuration categories:

- Affinium | suite | uiNavigation | mainMenu | Interact
- Affinium | suite | uiNavigation | mainMenu | Analytics | Interact Analytics
- Affinium | suite | uiNavigation | settingsMenu | interactSettingsItem

Interact Design Time Configuration

Interact Design Time configuration under Campaign, before version 12.1.6, has migrated out of Campaign node and moved to a new Interact Design Time Node.



- Ż
- Affinium | Campaign | monitoring | monitorEnabledForInteract has been migrated to Affinium | InteractDT | general | monitoring | Enabled along with port and protocol. Port number will be updated during migration to 2005 so that it does not contradict with Campaign.
- New InteractDT home need to be set as jvm parameter INTERACTDT_HOME.
- Admin need to manually update InteractDT URL under Affinium | interact | services | CampaignSegments instead of campaign URL.