

IBM Unica Marketing Platform
Version 8 Release 6
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Administrator's Guide



Note

Before using this information and the product it supports, read the information in “Notices” on page 509.

This edition applies to version 8, release 6, modification 0 of IBM Unica Marketing Platform and to all subsequent releases and modifications until otherwise indicated in new editions.

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Chapter 1. Introduction to the IBM Unica Marketing Platform

The IBM® Unica® Marketing Platform provides the following features.

- Support for reporting for many products in IBM Unica Marketing.
- Support for security in IBM applications, including authentication and authorization.
- Configuration management, including setting user locale preferences and an interface for editing configuration properties for some IBM Unica Marketing applications.
- A scheduler that enables you to configure a process to run at intervals that you define.
- Dashboard pages that you can configure to include information useful to groups of users who fill various roles within your company.
- A common user interface for IBM products.

About IBM Unica Marketing security features

The security features in the Marketing Platform consist of a central repository and web-based interface where IBM Unica Marketing internal users are defined and where users are assigned various levels of access to functions within IBM Unica Marketing applications.

IBM Unica Marketing applications use the security features of the Marketing Platform to authenticate users, check user application access rights, and store user database credentials and other necessary credentials.

Security technologies used in IBM Unica

The Marketing Platform employs industry-standard encryption methods to perform authentication and enforce security across all IBM Unica Marketing applications. User and database passwords are protected using a variety of encryption technologies.

Permission management through roles

The Marketing Platform defines the user's basic access to the functions within most IBM Unica Marketing applications. In addition, for Campaign and the Marketing Platform, you can control a user's access to functions and objects within the application.

You can assign various permissions to roles. You can then manage user permissions in either of the following ways.

- By assigning roles to individual users
- By assigning roles to groups and then making users a member of that group

About Campaign partitions

The Marketing Platform provides support for partitions in the Campaign family of products. Partitions provide a way to secure the data associated with different groups of users. When you configure Campaign or a related IBM Unica Marketing application to operate with multiple partitions, each partition appears to

application users as a separate instance of the application, with no indication that other partitions exist on the same system.

About groups

A subgroup inherits the user members and the roles assigned to its parents. The IBM Unica Marketing administrator can define an unlimited number of groups, and any user can be a member of multiple groups. This makes it easy to create different combinations of roles. For example, a user could be an eMessage administrator and a Campaign user with no administration privileges.

A group can belong to only one partition.

Data source credential management

Both users and administrators can set up the user's data source credentials in advance, so the user is not prompted to provide data source credentials when working with an IBM Unica application that requires access to a data source.

Integration with external user and group management systems

IBM Unica Marketing can be configured to integrate with external systems that are used to manage users and resources centrally. These include Windows Active Directory Server, other supported LDAP directory servers, and web access control platforms such as Netegrity SiteMinder and IBM Tivoli Access Manager. This reduces errors, support costs, and the time needed to deploy an application in production.

Data filters

The Marketing Platform supports configurable data filters that allow you to specify data access restrictions in IBM Unica Marketing products. Data filters make it possible to restrict the customer data that an IBM user can view and work with in IBM Unica applications.

About configuration management

The Configuration page provides access to the central configuration properties for IBM Unica Marketing applications. Users with Admin privileges in the Marketing Platform can use the Configuration page to do the following.

- Browse configuration properties, which are organized by product into a hierarchy of categories and sub-categories.
- Edit the values of configuration properties.
- Delete some categories (categories that you can delete display a **Delete Category** link on the Settings page).

You can make additional changes on the Configuration page using a utility provided with the Marketing Platform. See "The configTool utility" on page 187 for details.

Localization in IBM Unica Marketing

The Marketing Platform supports localization through its character set encoding and by enabling an administrator to set locale preferences for individual users or all users. Users can also set their own local preferences.

For both internal and external users, you can set locale preferences on a per-user basis or across the IBM Unica applications that support this feature. This preference setting affects the display of language, time, numbers, and dates in IBM Unica applications.

The Marketing Platform supports UTF-8 as the default character set encoding, which allows users to enter data in any language (for example Chinese or Japanese). However, note that full support for any character set in The Marketing Platform also depends on the configuration of the following:

- The Marketing Platform system table database
- The client machines and browsers used to access IBM Unica Marketing.

The common user interface

The Marketing Platform provides a common access point and user interface for IBM Unica Marketing applications. The common interface provides the following features.

- When multiple IBM Unica Marketing products are installed, you can navigate between products without launching new windows.
- You can view a listing of the pages that you have recently visited, and navigate back to any of those pages using the **Recent** menu.
- You can set an IBM Unica Marketing page as a home page (the first page you see when you log in) and you can return to that page at any time by clicking the Home icon.
- You can access the search function for each installed product using the **Search** field. The context of this search function is the page you are viewing. For example, if you are viewing a list of campaigns within Campaign, a search would take place across campaigns. If you wanted to search for a Marketing Operations project, you would perform the search while viewing a list of Marketing Operations projects.

To log in to IBM Unica Marketing

You need the following.

- An intranet (network) connection to access your IBM Unica Marketing server.
- A supported browser installed on your computer.
- User name and password to sign in to IBM Unica Marketing.
- The URL to access IBM Unica Marketing on your network.

The URL is:

`http://host.domain.com:port/unica`

where

host is the machine where the Marketing Platform is installed.

domain.com is the domain in which the host machine resides

port is the port number on which the Marketing Platform application server is listening.

Note: The following procedure assumes you are logging in with an account that has Admin access to the Marketing Platform.

Access the IBM Unica Marketing URL using your browser.

- If IBM Unica Marketing is configured to integrate with Windows Active Directory or with a web access control platform, and you are logged in to that system, you see the default dashboard page. Your login is complete.
- If you see the login screen, log in using the default administrator credentials. In a single-partition environment, use `asm_admin` with password as the password. In a multi-partition environment, use `platform_admin` with password as the password.

A prompt asks you to change the password. You can enter the existing password, but for good security you should choose a new one.

- If IBM Unica Marketing is configured to use SSL, you may be prompted to accept a digital security certificate the first time you sign in. Click **Yes** to accept the certificate.

If your login is successful, IBM Unica Marketing displays the default dashboard page. A "page not found" message may be displayed on the dashboard page until it has been configured.

With the default permissions assigned to the Marketing Platform administrator accounts, you can administer user accounts and security using the options listed under the **Settings** menu. To administer IBM Unica Marketing dashboards, you must log in as **platform_admin**.

Chapter 2. Managing Internal User Accounts

This section describes how to manage the attributes of user accounts created using the IBM Unica Marketing Platform user interface, which we refer to as internal accounts. This is in contrast to external user accounts, which are imported from an external system such as an LDAP server or web access control system. You can manage internal accounts using the Marketing Platform user interface. External accounts are managed in the external system.

Types of user accounts: internal and external

When IBM Unica Marketing is integrated with an external server (such as a supported LDAP server or a web access control system), it supports two types of user accounts.

- **Internal** – User accounts that are created within IBM Unica Marketing using the security user interface. These users are authenticated through IBM Unica Marketing.
- **External** – User accounts that are imported into IBM Unica Marketing through synchronization with an external server. This synchronization occurs only if IBM Unica Marketing has been configured to integrate with the external server. These users are authenticated through the external server. Examples of external servers are LDAP and web access control servers.

Depending on your configuration, you might have only internal users, only external users, or a combination of both. If you integrate IBM Unica Marketing with Windows Active Directory and enable Windows integrated login, you can have only external users.



For more information about integrating IBM Unica Marketing with an LDAP or Windows Active Directory server, see the relevant sections in this guide.

Management of external users

Usually, the attributes of external user accounts are managed through the external system. Within IBM Unica Marketing, you can control only two aspects of an external user account: membership in internal groups (but not external groups), and a setting that affects the locale for IBM Unica Marketing applications.

Identifying internal and external users in the IBM Unica Marketing interface

In the Users section of IBM Unica Marketing, internal and external users have different icons, as follows.

- Internal - 
- External - 

About properties of internal user accounts

This section provides details on the properties of internal user accounts.

When a user forgets a password

Marketing Platform stores internal user passwords in hashed form, and these stored passwords cannot be restored to clear text. You must assign a new password for users with an internal account who forget their password.

Resetting a password

Users with internal accounts can change their own passwords by providing the original password and entering and confirming the new password. The IBM Unica Marketing administrator can also reset any user password as needed.

Password expiration dates

You can set password expiration intervals for all internal users on the Configuration page. You can also set expiration dates on a per-user basis for internal users (when the system-wide expiration date is not set to never expire).

System status of internal accounts

The system status of an internal system status is either active or disabled. A user with a disabled account cannot log in to any IBM Unica Marketing application. If a disabled user account was formerly active, with membership in one or more groups, you can make the account active again. When you make a disabled user account active the group memberships are retained.

Alternate login for internal accounts

You can specify an alternate login for any internal user account. An alternate login is typically required when the Campaign listener runs as root on a UNIX-type system.

Data sources for internal accounts

A user needs appropriate credentials to access the data sources used by some IBM Unica Marketing applications. You can enter these credentials in the internal user account properties.

When a user is working in an IBM Unica Marketing application such as Campaign and is prompted for data source information, the IBM Unica Marketing application stores this information in the Marketing Platform data store. These data sources appear in the data source list for the user in the Marketing Platform even though they were not created using the IBM Unica Marketing interface.

To add a new user account

1. Click **Settings > Users**.
The **Username** list is displayed in the left pane.
2. Click the **New User** button above the **Username** list in the left pane.
The **New User** page appears in the right pane.
3. Complete the form and click **Save Changes**.
A window displays the message, Save Successful.
4. Click **OK**.
The new user name appears in the list in the left pane.

To delete a user account

Important: If Campaign permissions are set up in a way that restricts ownership or access to a Campaign object to a single user, deleting the account of that user makes the object inaccessible. Instead, you should disable rather than delete such accounts.

1. Click **Settings > Users**.

The **Username** list is displayed in the left pane.

2. Click the user name of the account you want to delete.

The user account details appear in the right pane.

3. Click the **Delete User** button above the account details in the right pane.

A window displays the message, Are you sure you want to delete this user?

4. Click **OK**.

The user account is deleted, and the user name is removed from the **Username** list.

To change an internal user password expiration date

If the system-wide password expiration property is set to never expire, you cannot change the password expiration date of an individual user.

1. Click **Settings > Users**.

The **Username** list is displayed in the left pane.

2. Click the user name.

The user account details appear in the right pane.

3. Click the **Edit Properties** link at the bottom of the page.

The user details are displayed in editable fields.

4. Change the date in the **PW expiration** field.

A window displays the message, Save Successful.

5. Click **OK**.

The user account details appear in the right pane, including the new password expiration date.

To reset an internal user password

1. Click **Settings > Users**.

The **Username** list is displayed in the left pane.

2. Click the user name you want to change.

The user account details appear in the right pane.

3. Click the **Reset Password** link at the bottom of the page.

The Reset Password page for the user appears in the right pane.

4. Enter the new password in the **Password** field.

When you enter a password, asterisks are displayed, rather than the actual password text.

5. Enter the same password in the **Confirm** field.

6. Click **Save Changes** to save your changes.

A window displays the message, Password Reset Successful.

7. Click **OK**.

The user account details appear in the right pane.

Note: When user passwords are reset, users are prompted to change their password the next time they log in to an IBM Unica Marketing application.

To change internal user account properties

1. Click **Settings > Users**.
The **Username** list is displayed in the left pane.
2. Click the name of the account you want to change.
The user account details appear in the right pane.
3. Click the **Edit Properties** link at the bottom of the page.
The Edit Properties page appears in the right pane, with the user details displayed in editable fields.
4. Edit the fields as needed.
To reset the user password, see “To reset an internal user password” on page 7.
5. Click **Save Changes** to save your changes.
A window displays the message, Save Successful.
6. Click **OK**.
The new user account details appear in the right pane.

To change internal user system status

1. Click **Settings > Users**.
The **Username** list is displayed in the left pane.
2. Click the name of the account you want to change.
The user account details appear in the right pane.
3. Click the **Edit Properties** link at the bottom of the page.
The Edit Properties page appears in the right pane, with the user details displayed in editable fields.
4. Select the status in the **Status** drop-down list. The options are **ACTIVE** and **DISABLED**.

Note: If you select **DISABLED**, the user will no longer be able to log in to any IBM Unica Marketing applications. Users with Admin access to Marketing Platform cannot disable themselves.

5. Click **Save Changes** to save your changes.
A window displays the message, Save Successful.
6. Click **OK**.
The new user account details appear in the right pane.

To add an internal user data source

1. Click **Settings > Users**.
The **Username** list is displayed in the left pane.
2. Click the name of the account you want to change.
The user account details appear in the right pane.
3. Click the **Edit Data Sources** link at the bottom of the page.
The user's Data Sources List page appears in the right pane.

4. Click **Add New** .
The New Data Sources page appears in the right pane.
5. Complete the form and click **Save Changes** to save your changes.
A window displays the message, Save Successful.
6. Click **OK**.
The user's Data Sources List page appears in the right pane, with the new Data Source Name and Data Source Login listed.

To change an internal user data source password or login name

1. Click **Settings > Users**.
The **Username** list is displayed in the left pane.
2. Click the name of the account you want to change.
The user account details appear in the right pane.
3. Click the **Edit Data Sources** link at the bottom of the page.
The user's Data Sources List page appears in the right pane.
4. Click the **Data Source Name** you want to change.
The Edit Data Source Properties page appears in the right pane, with data in all editable fields.
5. Edit the fields. See “To change internal user account properties” on page 8 for details.
If you do not set a new password, the old one is retained.
6. Complete the form and click **Save Changes** to save your changes.
A window displays the message, **Save Successful**.
7. Click **OK**.
The user's Data Source List page appears in the right pane, with the new login name listed, if you changed it.

To delete an internal user data source

1. Click **Settings > Users**.
The **Users** list is displayed in the left pane.
2. Click the name of the account you want to change.
The user account details appear in the right pane.
3. Click the **Edit Data Sources** link at the bottom of the page.
The user's data sources are listed.
4. Click the name of the data source you want to delete.
The data source details are listed.
5. Click **Delete**.
A window displays the message, Are you sure you want to delete this data source?
6. Click **OK**.
The user's data sources are listed, and the data source you deleted is removed.

Users window reference

New User

Field	Description
First Name	The user's first name.
Last Name	The user's last name.
Login	The user's login name. This is the only required field.
Password	<p>A password for the user.</p> <p>Follow these rules when creating a password.</p> <ul style="list-style-type: none">• Passwords are case-sensitive. For example, password is not the same as Password.• You may use any character when you create or reset a password in IBM Unica Marketing. <p>Additional password requirements are set on the Configuration page. To see what they are for your installation of IBM Unica Marketing, click the Password Rules link next to the Password field.</p>
Confirm Password	The same password you entered in the Password field.
Title	The user's title.
Department	The user's department.
Company	The user's company.
Country	The user's country.
Address	The user's address.
Work Phone	The user's work phone number.
Mobile Phone	The user's mobile phone number.
Home Phone	The user's home phone number.
Email Address	<p>The user's email address.</p> <p>This field must conform to email addresses as defined in RFC 821. See RFC 821 for details.</p>
Alternate Login	<p>The user's UNIX login name, if one exists.</p> <p>An alternate login is typically required when the Campaign listener runs as root on a UNIX-type system.</p>

Field	Description
Status	<p>Select ACTIVE or DISABLED from the drop-down list.</p> <p>ACTIVE is selected by default.</p> <p>Disabled users are prevented from logging in to all IBM Unica Marketing applications.</p>

Edit properties

The fields are the same as the fields on the New User window, except for the ones shown in the following table.

Field	Description
Password	This field is not available on the Edit properties window.
Login	This field is not available on the Edit properties window.
PW Expiration	<p>The date in the format appropriate for your locale (for example, for en_US, the format is MM, dd, yyyy).</p> <p>You cannot change a user's expiration date when the system-wide expiration date is set to never expire.</p>

Reset password

Field	Description
Password	The new password.
Confirm	The same password you entered in Password field.

New Data Source / Edit Data Source Properties

Field	Description
Data Source	The name of a data source you want the user to be able to access from an IBM Unica Marketing application. IBM Unica Marketing names preserve case for display purposes, but use case-insensitive rules for comparison and creation (for example, you cannot create both customer and Customer data source names). Required.
Data Source Login	The login name for this data source. Required.
Data Source Password	The password for this data source. You can leave this field empty, if the data source account does not have a password.
Confirm Password	The password again (leave empty if you left the Data Source Password field empty).

Setting the per-user locale preference

For both internal and external users, you can set the locale preference on a per-user basis. This preference setting affects the display of language, time, numbers, and dates in IBM Unica Marketing applications.

A default setting also exists that applies throughout the IBM Unica Marketing for all users. See “About the default user locale preference” on page 49 for details.

When you set this property for an individual user, the setting you apply for that user overrides the default setting.

Note: Availability of locales may vary depending on the IBM Unica Marketing application, and not all IBM Unica Marketing applications support this locale setting. See specific product documentation to determine availability and support for the locale setting in IBM Unica Marketing.

To set the user locale preference

1. Click **Settings > Users**.
The **Username** list displays.
2. Click the user name you for which you want to set locale preferences.
The user account details display.
3. Click the **Edit Configuration Preferences** link at the bottom of the page.
The user’s **Preference Settings** page displays.
4. Click **Suite** in the left pane.
The **Region** setting property displays in a new window.
5. Select the option from the drop-down list.
6. Click **Save and Finish**.
The preference is saved and the Preference Settings page closes, returning you to the Users page.

Forcing synchronization of external users

When IBM Unica Marketing is configured to integrate with a Windows Active Directory or LDAP server, users, and groups are synchronized automatically at pre-defined intervals. During these automatic synchronizations, only those users and groups that were created or changed since the last synchronization are brought into IBM Unica Marketing. You can force a synchronization of all users and groups by using the Synchronize function in the Users area of IBM Unica Marketing.

Use the procedure in this section to force synchronization of external users.

To force synchronization of external users

1. Log in to IBM Unica Marketing and click **Settings > Users**.
2. Click **Synchronize**.
Users and groups are synchronized.

Chapter 3. Managing Security in IBM Unica Marketing

The IBM Unica Marketing Platform supports roles and permissions to control user access to objects and features in IBM Unica Marketing applications.

In the 8.0.0 version of IBM Unica Marketing products, only the Marketing Platform itself and Campaign use the Marketing Platform's security functions to manage users' application access in detail. The other IBM Unica Marketing products use some basic application access roles set through the Marketing Platform, and either do not have detailed security settings or the settings are not in the Marketing Platform area of the user interface. IBM Unica Marketing products manage permissions as follows.

- In the Marketing Platform, roles and permissions control users' access to the Marketing Platform administration pages and their ability to modify user accounts other than their own account. You manage these roles on the User Roles & Permissions page.

Although the reporting function is a component of the Marketing Platform, it has its own entry on the User Roles & Permissions page, and it has default roles with only broad, basic permissions.

- In Interaction History and Attribution Modeler, roles and permissions control users' access to their administration pages and their ability to view reports. You manage these roles on the User Roles & Permissions page.
- In Campaign, permissions control users' access to objects and their ability to perform various actions with objects. In Campaign only, permissions can apply to all objects within a folder, and multiple roles can be grouped into a policy, which can then be assigned to a user or group of users. You manage Campaign roles on the User Roles & Permissions page.
- For Marketing Operations, setting up the basic roles on the User Roles & Permissions page is only the starting point for developing a customized security scheme. Marketing Operations has a detailed security scheme you can manage through a user interface in the Marketing Operations area.
- Distributed Marketing, eMessage, Interact, Lead Referrals, and PredictiveInsight have default roles with broad, basic permissions for application access. They do not have permissions that allow you to define in detail a user's access to these applications.
- Optimize, CustomerInsight, and NetInsight do not have any roles or permissions in the Marketing Platform.

Where to find information on security administration in IBM Unica Marketing

You can find information on security administration for IBM Unica Marketing as follows.

- **All products that have roles and permissions in the Marketing Platform** - This guide provides information on assigning roles to users, either on a per-user basis or through group membership.
- **Marketing Platform, Interaction History, and Attribution Modeler** - This chapter provides the information you need to manage permissions for the Marketing Platform, Interaction History, and Attribution Modeler.

For the reporting function, the basic permissions are described in this chapter, but details about how security works in reporting are described in “About reporting and security” on page 52.

- **Campaign** - See Chapter 4, “Managing Security in IBM Unica Campaign,” on page 29 in this guide.
- **Interact, eMessage, PredictiveInsight, Distributed Marketing** - See “Reference: Permissions for products that use only basic roles” on page 25 for a description of the basic roles.
- **Marketing Operations** - See “Reference: Permissions for products that use only basic roles” on page 25 for a description of the basic roles. See the Marketing Operations product documentation for detailed information on setting up a security scheme.

About security administration in the Marketing Platform

Only users with either the AdminRole or PlatformAdminRole role in the Marketing Platform have access to security administration features for user accounts other than their own. In a multi-partition environment, only a user with the PlatformAdminRole role can administer users across partitions. Users with the AdminRole role can administer users in their own partition only.

The Marketing Platform administrator uses the User Groups and User Roles & Permissions pages to perform the following tasks.

- Create internal groups and manage their memberships and partition assignments.
- Create roles for the Marketing Platform and Campaign, if necessary, and assign permissions to these roles.
- Manage user access to IBM Unica Marketing applications by assigning roles to individual users and/or to internal and external groups.

Read this overview to gain an understanding of the following.

- The difference between internal and external groups
- The process of creating internal groups and assigning roles and permissions
- The properties of internal groups
- The pre-configured user accounts, groups, and roles in the Marketing Platform

About roles and permissions in Marketing Platform and Campaign

Roles in Marketing Platform and Campaign are a configurable collection of permissions. For each role in Marketing Platform and Campaign, you can specify permissions that control access to the application. You can use the default roles or create new roles. The set of available permissions is defined by the system; you cannot create a new permission.

About role assignment

Generally, you should give users roles with permissions that reflect the functions that users perform in your organization when they use IBM Unica Marketing. You can assign roles to a group or to an individual user. The advantage of assigning roles by group is that you can assign a combination of roles to the group, and if you later want to change that combination, you can do it in one place rather than having to do it multiple times for multiple users. When you assign roles by group, you add and remove users from your groups to control user access.

How the system evaluates roles

If a user has multiple roles, the system evaluates permissions from all those roles together. The ability to perform a function on a particular object is then granted or denied based on the aggregated permissions from all roles, and in the case of Campaign, the security policy of the object.

The security management process in the Marketing Platform

Using the Marketing Platform's security administration features to manage user application access is a multi-step process. The following procedure provides an overview of the basic process, which is described in detail in the remainder of this guide.

To manage user application access

1. Plan the roles you want to use to control user access to the Marketing Platform, Interaction History, Attribution Modeler, and Campaign. Configure these roles and their permissions as needed.
2. Plan what groups you need to fulfill your security requirements. You may have only internal groups, only external groups, or a combination of both, depending on how your system is configured.
3. Create any necessary internal and external groups.
4. Assign your groups to roles.
5. If you have only internal user accounts, create any internal user accounts as needed.
6. Assign users to groups, or assign roles to individual users, based on the application access you want the users to have.

Types of groups: internal and external

When IBM Unica Marketing is integrated with an external server (such as a supported LDAP server or a web access control system), it supports two types of groups.

- **Internal** – Groups that are created within IBM Unica Marketing using the security user interface. These users are authenticated through IBM Unica Marketing.
- **External** – IBM Unica Marketing groups that are mapped to groups in the external system. This synchronization occurs only if IBM Unica Marketing has been configured to integrate with the external server. Examples of external servers are LDAP and web access control servers. Note that a group referred to as an external group in this guide is one that is actually created in IBM Unica Marketing but is mapped to an external system.

Depending on your configuration, you may have only internal groups, only external groups, or a combination of both.

For more information about integrating IBM Unica Marketing with an LDAP or Windows Active Directory server, see the relevant sections of this guide.

Management of external groups

The membership of external groups is managed in the external system.

You can assign roles to mapped external groups just as you do to internal groups.

Management of internal groups and subgroups

You can define an unlimited number of internal groups, and any internal or external user can be a member of multiple internal groups and subgroups.

A subgroup inherits the user members and the roles assigned to its parents. A group and its subgroups always belong to one partition.

Only internal groups may be assigned to a partition, and only the platform_admin user, or another account with the PlatformAdminRole role, can create groups in all partitions in a multi-partition environment.

About partitions and security management

Partitions in Campaign and related products provide a way to secure the data associated with different groups of users. With partitioning, a user's partition appears as if it were a separate running instance of Campaign, with no indication that other partitions are running on the same system. This section describes special security management considerations in a multi-partition environment

User membership in a partition

You assign users to a partition based on their group membership. You assign a group to a partition and then assign users to a group to give them access to a partition.

A group or subgroup may be assigned to just one partition, and parent groups do not acquire the partition assignments of their subgroups. Only the platform_admin user, or another account with the PlatformAdminRole role, can assign a group to a partition.

You should make a user a member of only one partition.

About roles and partitions

A role always exists in the context of a partition. In a single-partition environment, all roles are automatically created within the default partition, partition1. In a multi-partition environment, a role is created in the partition of the user who created it. The exception is the platform_admin user and any other accounts with the PlatformAdminRole role; these accounts can create roles in any partition.

More information about partitions

This section provides instructions on assigning a group to a partition, and assigning users to groups. For complete details on configuring partitions, see the Campaign installation documentation.

Pre-configured users and roles

When IBM Unica Marketing is first installed, three users are pre-configured and are assigned system-defined roles in the Marketing Platform and Campaign, as described in this section.

These internal user accounts all have "password" as the default password.

The platform_admin user account

The platform_admin user account is designed to allow an IBM Unica Marketing administrator to manage product configuration, users, and groups across all partitions in a multi-partition environment, and to use all the Marketing Platform features (except reporting, which has its own roles) without any filtering by partition. By default, this account has the following roles in the Marketing Platform.

- In the Marketing Platform, in the default partition, partition1
 - AdminRole
 - UserRole
 - PlatformAdminRole

These roles allow the platform_admin user to perform all administrative tasks within the Marketing Platform, except for the reporting functions. When additional partitions are created, the platform_admin user can access and administer users, groups, roles, and configuration within the additional partitions.

The PlatformAdminRole role is unique in that no user can modify permissions for this role, and only a user with this role can assign the PlatformAdminRole role to another user.

- In Campaign, in the default partition, partition1
 - The Global policy Admin role

This role allows the platform_admin user to perform all tasks within Campaign.

By default, this user does not have access to any IBM Unica Marketing products beyond the Marketing Platform and Campaign.

The asm_admin user account

The asm_admin user account is designed to allow an IBM Unica Marketing administrator to manage users and groups in a single-partition environment, and to use all the Marketing Platform features (except reporting, which has its own roles). This account has the following roles.

- In the Marketing Platform, in the default partition, partition1
 - AdminRole
 - UserRole

With the exceptions noted below, these roles allow the asm_admin user to perform all administrative tasks within the Marketing Platform within the partition to which asm_admin belongs, which is partition1 by default.

These roles allow this user to administer the Configuration page, which does not filter by partition for any user. For this reason, you should remove the Administer Configuration page permission from the AdminRole role in the Marketing Platform, and reserve configuration tasks for the platform_admin user.

The exceptions are as follows.

- To access reporting functions, you must grant the Reports System role.
- This user cannot assign the PlatformAdminRole role to any user or group.

The demo account

The demo account has the following roles.

- In the Marketing Platform, in the default partition, partition1
 - UserRole

This role allows the demo user to view and modify his or her own account attributes on the Users page, but not to change roles or partitions for his or her own account or access any of the other features contained within the Marketing Platform. By default, this user does not have access to any of the IBM Unica Marketing products.

- In Campaign, in the default partition, partition1
 - The Global policy Review role

This role allows the demo user to create bookmarks and to view campaigns, sessions, offers, segments, and reporting in Campaign.

Retaining the platform_admin account

In a multi-partition environment, at least one user account with the PlatformAdminRole role in the Marketing Platform is required, to enable you to administer security for IBM Unica Marketing users across all partitions.

The platform_admin account is pre-configured with the PlatformAdminRole role. The platform_admin account is a superuser that cannot be deleted or disabled through the Users functions in IBM Unica Marketing. However, this account is subject to the password constraints of any other user. For example, if someone attempting to log in as platform_admin enters an incorrect password N times in a row (depending on the password rules in effect), the platform_admin account is disabled in the system. To restore this account you must take one of the following actions.

- If you have another user with the PlatformAdminRole role in the Marketing Platform, log in as that user and reset the platform_admin user's password or create another account with the PlatformAdminRole role in the Marketing Platform.
- If you have only one user with the PlatformAdminRole role in the Marketing Platform (for example, platform_admin), and this user is disabled, you can create a new platform_admin account as described in "The restoreAccess utility" on page 196.

To avoid a situation where you must restore PlatformAdminRole access using the restoreAccess utility, it is a good practice to create more than one account with PlatformAdminRole privileges.

Managing internal groups

This section describes how to manage internal groups.

To add a new internal group

1. Click **Settings > User Groups**.
The **Group Hierarchy** list is displayed in the left pane.
2. Click the **New Group** button above the **Group Hierarchy** list in the left pane.
The **New Group** page displays.
3. Complete the **Group Name** and **Description** fields.
4. Click **Save Changes**.
The new group's name appears in the **Group Hierarchy** list.

To add a new subgroup

1. Click **Settings > User Groups**.
The **Group Hierarchy** list displays.
2. Click the name of the group to which you want to add a subgroup.
The group detail page displays.
3. Click the **New Subgroup** button at the top of the right pane..
The **New Subgroup** page displays.
4. Complete the **Group Name** and **Description** fields.
5. Click **Save Changes**.
The new subgroup is added under the appropriate group in the **Group Hierarchy** list.

Note: If the parent group's folder icon is closed, click the plus sign (+) to expand the list.

To delete a group or subgroup

Remember, when you delete a group or subgroup, members of the group lose the roles assigned to that group, and any parents of that group also lose those role assignments, unless the roles are also explicitly assigned to the parents.

1. Click **Settings > User Groups**.
The **Group Hierarchy** list is displayed in the left pane.
2. Click the name of the group or subgroup that you want to delete.
The group detail page displays.

Note: To select a subgroup when the parent group's folder icon is closed, click the plus sign (+) to expand the list.
3. Click the **Delete Group** button at the top of the right pane.
A window displays the message, Are you sure you want to delete this group and all of its subgroups.
4. Click **OK**.
The group is deleted and the group name is removed from the group hierarchy list, along with its subgroups, if any.

To change a group or subgroup description

1. Click **Settings > User Groups**.
The **Group Hierarchy** list is displayed in the left pane.
2. Click the name of the group or subgroup whose description you want to change.

The group detail page displays.

Note: To select a subgroup when the parent group's folder icon is closed, click the plus sign (+) to expand the list.

3. Click **Edit Properties**.

The Edit Properties page displays.

4. Edit the description as desired.
5. Click **Save Changes** to save your changes.
A window displays the message, Save Successful.
6. Click **OK**.

To assign a group to a partition

This procedure is necessary only if multiple partitions are configured for Campaign. Only the PlatformAdmin user can perform this task.

1. Determine which groups you want to assign to each partition. Create the groups, if necessary.
2. Click **Settings > User Groups**.
The **Group Hierarchy** list displays.
3. Click the name of the group or subgroup that you want to assign to a partition.
The group detail page displays.
4. Click **Edit Properties**.
The Edit Properties page displays.
5. Select the desired partition from the **Partition ID** drop-down list.
This field is available only when multiple partitions are configured.
6. Click **Save Changes** to save your changes.
A window displays the message, Save Successful.
7. Click **OK**.

To add a user to a group or subgroup

1. Click **Settings > Users**.
The **Username** list is displayed in the left pane.

Note: You can perform the same task on the **User Groups** page by clicking the group name and then clicking **Edit Users**.

2. Click the user name you want to change.
The user account details display.
3. Click the **Edit Groups** link at the bottom of the page.
The user's **Edit Groups** page displays.
4. Click a group name in the **Available Groups** box to select it.
The selected group name is highlighted.
5. Click the **Add** button.
The group name moves to the **Groups** box.
6. Click **Save Changes** to save your changes.
A window displays the message, Save Successful.
7. Click **OK**.

The user account details display, with the group or subgroup you assigned listed.

To remove a user from a group or subgroup

Important: Removing a user from a group or subgroup remove the roles assigned to that group or subgroup from the user.

1. Click **Settings > Users**.

The **Username** list is displayed in the left pane.

2. Click the user name you want to change.

The user account details display.

3. Click the **Edit Groups** link at the bottom of the page.

The user's Edit Groups page displays.

4. Click a group name in the **Groups** box to select it.

The selected group name is highlighted.

5. Click the **Remove** button.

The group name moves to the **Available Groups** box.

6. Click **Save Changes** to save your changes.

A window displays the message, Save Successful.

7. Click **OK**.

The user account details display, with the group or subgroup removed.

8. Click the **Edit Properties** link at the bottom of the page.

The Edit Properties page displays.

9. Change the name or description as desired.

10. Click **Save Changes** to save your changes.

A window displays the message, Save Successful.

11. Click **OK**.

The group details display, with your changes.

User Groups window reference

New Group, New Subgroup, Edit Properties

Field	Description
Group Name	<p>The group name. The limit is 64 characters.</p> <p>You may use the following characters when you create a group name.</p> <ul style="list-style-type: none">• Upper and lower case alphabetic characters (A–Z)• Numbers (0–9)• Single quote (')• Hyphen (-)• The 'at' sign (@)• Forward slash (/)• Parenthesis• Colon (:)• Semi-colon (;)• Space (except as the first character) <p>IBM Unica Marketing names preserve case for display purposes, but use case-insensitive rules for comparison and creation (i.e., you cannot create both Admin and admin as separate group names).</p> <p>When you create a subgroup, it is a good idea to give your subgroup a name that relates it to its parent group.</p> <p>Required.</p>
Description	<p>The group description. The limit is 256 characters.</p> <p>It is helpful to include the roles you plan to give the group or subgroup in the description. Then you can see at a glance on the group detail page both the roles and users.</p>
Partition ID	<p>Available only when multiple partitions are configured.</p> <p>If you assign a partition to a group, the members of that group are members of that partition. A user can be a member of only one partition.</p>

Edit Users, Edit Roles

Field	Description
Available Groups or Available Roles	A list of groups and subgroups or roles to which the user is not assigned.
Groups or Roles	A list of groups and subgroups or roles to which the user is assigned

Managing user roles and permissions

This section describes how to manage user application access through roles and permissions.

To create a role

You should create new roles only for products that have detailed permissions. The reporting function and some IBM Unica Marketing products have only basic permissions available, so there is no need to create additional roles for these products.

1. Click **Settings > User Roles & Permissions**.

The User Roles & Permissions page displays.

2. Click the plus sign next to the product name in the list on the left, and then click the name of the partition where you want to create the role.

The existing roles within the partition display.

3. For Campaign only, if you want to create a new role under the Global Policy, click Global Policy.

The existing roles within the Global Policy display.

4. Click **Add Roles and Assign Permissions**.

A Properties/Roles page displays a list of existing roles.

5. Click **Add a role**.

A new set of role fields is added to the list.

6. Enter a name and description for the role.

7. Click **Save Changes** to save the role and remain on the Properties/Roles page, or **Save and Edit Permissions** to go to the Permissions page to add or modify permissions for any of the roles in the list.

To modify role permissions

1. Click **Settings > User Roles & Permissions**.

The User Roles & Permissions page displays.

2. Click the plus sign next to **Campaign** or **Platform** in the list on the left, and then click the name of the partition where you want to modify a role.

The existing roles within the partition display.

3. For Campaign only, if you want to create a new role under the Global Policy or a user-created policy, click the policy name.

The existing roles within the selected policy display.

4. Click **Add Roles and Assign Permissions**.

A Properties/Roles page displays a list of existing roles.

5. Click **Save and Edit Permissions**

A Permissions page displays, listing all groups of permissions and all existing roles.

6. Click the plus sign next to a role group to display all available permissions and the state of those permissions within each role.

7. In the role column where you want to modify permissions, click the box in the permissions rows to set the state to Grant, Deny, or Not Granted.

8. Click **Save Changes** save your changes and return to the Properties/Roles page.

You can click **Revert to Saved** to undo changes since your last save and remain on the Permissions page, or **Cancel** to discard your changes since your last save and go to the partition or policy page.

To remove a role

Important: If you remove a role, it is removed from all users and groups to which it was assigned.

1. Click **Settings > User Roles & Permissions**.
The User Roles & Permissions page displays.
2. Click the plus sign next to **Campaign** or **Platform** in the list on the left, and then click the name of the partition where you want to create the role.
The existing roles within the partition display.
3. For Campaign only, if you want to create a new role under the Global Policy, click Global Policy.
The existing roles within the Global Policy display.
4. Click **Add Roles and Assign Permissions**.
A Properties/Roles page displays a list of existing roles.
5. Click the **Remove** link for the role you want to delete.
6. Click **Save Changes**.

To assign a role to or remove a role from a group

If you add a role to a group or remove a role from a group, members of that group acquire or lose that role.

1. Click **Settings > User Groups**.
The User Groups page displays.
2. Click the name of the group that you want to work with.
The group detail page displays a list of the group's users and roles.
3. Click **Assign Roles**.
The Edit Roles page displays. Roles that are not assigned to the group are shown in the **Available Roles** box on the left. Roles that are currently assigned to the group are shown in the **Roles** box on the right.
4. Click a role name in the Available Roles box to select it.
The selected role name is highlighted.
5. Click **Add** or **Remove** to move the role name from one box to the other..
6. Click **Save Changes** to save your changes.
A window displays the message, Save Successful.
7. Click **OK**.
The group details display in the right pane, with your changes shown in the **Roles** list.




To assign a role to or remove a role from a user

1. Click **Settings > Users**.
The Users page displays.
2. Click the name of the user account that you want to work with.
The user detail page displays a list of the user's attributes, roles, groups, and data sources.
3. Click **Edit Roles**.
The Edit Roles page displays. Roles that are not assigned to the user are shown in the **Available Roles** box on the left. Roles that are currently assigned to the user are shown in the **Roles** box on the right.

4. Click a role name in the Available Roles box to select it.
The selected role name is highlighted.
5. Click **Add** or **Remove** to move the role name from one box to the other..
6. Click **Save Changes** to save your changes.
A window displays the message, Save Successful.
7. Click **OK**.
The user details display in the right pane, with your changes shown in the **Roles** list.

Reference: Definition of permission states

For each role, you can specify which of the pre-defined permissions are granted, not granted, or denied. These states have the following meanings.

- **Granted** — indicated with a green checkmark  . Explicitly grants permission to perform this particular function as long as none of the user's other roles explicitly denies permission.
- **Denied** — indicated with a red "X"  . Explicitly denies permission to perform this particular function, regardless of any other of the user's roles which might grant permission.
- **Not Granted** — indicated with a shaded gray "X"  . Does not explicitly grant nor deny permission to perform a particular function. If this permission is not explicitly granted by any of a user's roles, the user is not allowed to perform this function.

Reference: Permissions for products that use only basic roles

The following table describes the functional definitions of the roles available for the IBM products that use only the basic roles. See the product documentation for additional information.

IBM Unica Application	Roles
Leads	Leads roles are reserved for future use.
Reports	<ul style="list-style-type: none"> • ReportsSystem – grants the report_system permission, which gives you access to the Report SQL Generator and Sync Report Folder Permissions options in the Settings menu. • ReportsUser – grants the report_user permission, which is used by the IBM Unica Authentication Provider installed on the IBM Cognos 8 BI system only. <p>For information about authentication options for the IBM Cognos 8 BI integration and how the IBM Unica Authentication Provider uses the reporting permissions, see "About reporting and security" on page 52."</p>
eMessage	<ul style="list-style-type: none"> • eMessage_Admin – Has full access to all features. • eMessage_User – Reserved for future use.
Interact	<ul style="list-style-type: none"> • InteractAdminRole – Has full access to all features.

IBM Unica Application	Roles
Distributed Marketing	<ul style="list-style-type: none"> collab_admin – Has full access to all features. corporate – Can use Campaign and Distributed Marketing to develop reusable Lists and On-demand Campaign templates. Can create and execute Corporate Campaigns. field – Can participate in Corporate Campaigns and can create and execute Lists and On-demand Campaigns in Distributed Marketing.
PredictiveInsight	<ul style="list-style-type: none"> User – Has full access to all features.
Marketing Operations	<ul style="list-style-type: none"> PlanUserRole – By default, users with the PlanUserRole role have very few permissions enabled in Marketing Operations. They cannot create plans, programs, or projects and have limited access to the Administrative settings. PlanAdminRole – By default, users with the PlanAdminRole role have most permissions enabled in Marketing Operations, including access to all administrative and configuration settings, allowing a broad range of access. <p>Access is further defined through the security policies in Marketing Operations.</p>

Reference: Permissions for the Marketing Platform

The following table describes the permissions you can assign to roles in the Marketing Platform.

Permission	Description
Administer Users page	Allows a user to perform all user administration tasks on the Users page for user accounts in his or her own partition: add and delete internal user accounts, and modify attributes, data sources and role assignments
Access Users page	Allows a user to view the User page.
Administer User Groups page	Allows a user to perform all actions on the User Groups page except assign a partition to a group, which can only be done by the platform_admin user. This permission allows a user to create, modify, and delete groups, manage group membership, and assign roles to groups.
Administer User Roles page	Allows a user to perform all actions on the User Roles & Permissions page: create, modify, and delete roles in the Marketing Platform and Campaign, and assign users to roles for all listed IBM Unica Marketing products.
Administer Configuration page	Allows a user to perform all actions on the Configuration page: modify property values, create new categories from templates, and delete categories that have the Delete Category link.
Administer Data Filters page	Allows a user to perform all actions on the Data Filters page: assign and remove data filter assignments.
Administer Scheduled Tasks page	Allows a user to perform all actions on the Scheduled Tasks page: view and modify schedule definitions and view runs.
Administer dashboards	Allows a user to perform all actions on the Dashboards pages: create, view, modify, and delete dashboards, assign dashboard administrators, and administer dashboard access.

Reference: Permissions for Interaction History

The following table describes the permissions you can assign to roles in Interaction History.

Permission	Description
Schedule ETL Jobs	Allows a user to schedule Interaction History ETL jobs and report generation on the Interaction History Settings page.
Define Mapping for Custom Columns	Allows a user to access the Campaign Audience Level Configurations window when configuring a Campaign ETL job on the Interaction History Settings page.
Define and Map Channels	Allows a user to access the Channel Mapping section on the Interaction History Settings page.
Define and Map Response Types	Allows a user to access the Response Type Mapping section on the Interaction History Settings page.
View Cross-Channel Reports	Allows a user to view reports that are part of the Interaction History reports pack.
View Admin Reports	Allows a user to view Interaction History administration reports.

Reference: Permissions for Attribution Modeler

The following table describes the permissions you can assign to roles in Attribution Modeler.

Permission	Description
Schedule Attribution Modeler Jobs	Allows a user to schedule Attribution Modeler jobs.
Monitor Attribution Modeler Jobs	Allows a user to view the Scheduled Runs and Schedule Definitions pages, with only Attribution Modeler jobs listed.
Start/Pause/Resume/Stop Attribution Modeler Jobs	Allows a user to perform all actions on scheduled Attribution Modeler jobs.
View Reports	Reserved for future use.

Chapter 4. Managing Security in IBM Unica Campaign

Campaign uses the security functions of Marketing Platform to control user access to objects and features in Campaign. Administrators use the Marketing Platform security interface to configure the user accounts, group memberships, roles, and permissions required for users to access Campaign.

User access to the objects and features in Campaign is implemented using security policies.

About security policies

Security policies are the "rule books" that govern security in Campaign; they are consulted each time a user performs an action in the application. Security policies are created per partition (there is no sharing of security policies across partitions). A partition in Campaign can have multiple security policies.

A security policy consists of multiple roles that you define. Each role contains a set of permissions that determine the actions users can perform and the objects that they can access. You can assign users to a role directly, or assign groups to a role (users in those groups would be assigned the role).

When you create an object such as a campaign or offer in the top-level folder, you apply a security policy to the object. In addition, when you create a top-level folder, you apply a security policy to the folder, and any objects or subfolders you create within that folder inherit the security policy that you applied to the folder.

Applying security policies to objects or folders allows you to separate the objects in Campaign for use by different groups of users. For example, you could configure your security policies so that users belonging to one policy cannot access or even view objects that are associated with other policies.

You can create your own security policies or use the default global security policy included with Campaign.

The global security policy

Campaign includes a default global security policy that you can use as is or modify to suit the needs of your organization. If you choose not to create your own security policies, the global security policy is applied by default to the objects that you create in Campaign.

You can use the global policy in addition to your own policies, or use your own policies exclusively. You cannot delete the global policy, even if it is not in use.

Any security policies that you create exist under the global security policy. Under the global policy, you could create a separate security policy for employees of each division in your organization.

The global security policy contains six pre-defined roles; you can add roles to the global policy if needed. You cannot delete the pre-defined roles, but you can modify their permissions.

The pre-defined roles are:

- **Folder Owner** - All permissions enabled
- **Object Owner** - All permissions enabled
- **Admin** - All permissions enabled. The default user `asm_admin` is assigned this role.
- **Execute** - All permissions enabled
- **Design** - Read and write permissions on most objects. Cannot schedule flowcharts or sessions.
- **Review** - Read-only permissions

The global security policy applies to all users through the Owner and Folder Owner roles, including users who have not been assigned to any other specific role in the global policy. Because the global policy always applies, it can be used, for example, to globally deny permissions to a role.

How Campaign evaluates permissions

When a user performs a task or tries to access an object, Campaign performs the following steps:

1. Identifies all groups and roles to which this user belongs within the global security policy. A user can belong to one, many, or no roles. A user belongs to the Owner role if they own an object; they belong to the Folder Owner role if they own the folder in which an object resides. A user belongs to other roles only if they have been assigned to that role (either directly or because they belong in a group assigned to that role).
2. Identifies whether the object being accessed has been assigned to a custom-defined policy, if any exist. If so, the system then identifies all groups and roles to which the user belongs within this custom policy.
3. Aggregates the permissions for all roles to which the user belongs, based on results from steps 1 and 2. Using this composite role, the system evaluates the permissions for the action as follows:
 - a. If any roles have **Denied** permission for this action, then the user is not allowed to perform it.
 - b. If no roles have **Denied** permission for this action, then it checks to determine whether any roles have **Granted** permission for this action. If so, the user is allowed to perform the action.
 - c. If neither a nor b is true, the user is denied the permission.

Using the Owner and Folder Owner roles

By default, each security policy contains an Owner and a Folder Owner role with all permissions granted. These roles are created by default when you create a security policy. You can remove these roles from any custom-designed security policy, modify the permissions, or use the default permissions. You can modify the permissions for these roles in the global security policy, but you cannot delete them.

The Owner and Folder Owner roles apply to all users; you do not need to assign users to them. The Owner role applies to single objects that a user created. The Folder Owner role applies to all objects in a folder that a user owns.

These roles are useful for restricting users' access to objects that they do not own. For example, you could create a Read-Only role that grants only read permissions on all objects within the security policy. Assign all users to the Read-Only role. As

long as no other role explicitly denies permissions (for example, edit or delete), each user is allowed to edit or delete their own objects (under the Owner role) and objects in their own folders (under the Folder Owner role), but only view objects and folders owned by others (under the Read-Only role).

Guidelines for designing security policies

Follow these guidelines when designing security policies:

- **Keep the design simple.** Campaign allows you to create multiple security policies and roles, but you should keep the security design as simple as possible, and use as few policies and roles as possible to achieve your security needs. At the most minimal level, for example, you can use the default global security policy as is, without creating new roles or policies.
- **Avoid potential conflicts among security policies.** If your organization implements more than one security policy, keep in mind potential conflicts when designing the policies. For example, users with Move and Copy permissions in more than one security policy are able to move or copy objects and folders to locations across the policies in which they have these permissions. In doing so, because the moved objects or folders take on the security policy of their destination (if under another folder), they might cause situations where the rightful users in one division are no longer able to access the moved objects because they have no roles in the destination security policy, or where users with roles in the destination security policy who were not intended to access the objects, find that they now can.
- **Assign view permissions to allow users to modify objects.** To modify many of the objects in Campaign, users must be granted both view and modify permissions for the object. This requirement applies to the following objects:
 - campaigns
 - flowcharts
 - offers
 - offer lists
 - offer templates
 - sessions
 - strategic segments

Security scenarios

This section provides security model examples and explains how they are implemented in Campaign using security policies.

- “Scenario 1: Company with a single division”
- “Scenario 2: Company with multiple separate divisions” on page 33
- “Scenario 3: Restricted access within a division” on page 35



































Scenario 1: Company with a single division

All of the employees in your company work with the same set of objects (campaigns, offers, templates, and so on). Sharing and re use of objects are encouraged; there is no need to make sure that groups of employees cannot access each other's objects. You need to create sets of permissions that will determine employees' ability to access, modify, or use these objects, based on their roles within the organization.

Solution

Only a single security policy is required, as objects do not have to be separated by group or division. In the existing global security policy, define roles corresponding to the employee jobs, and for each role, define the appropriate permissions for each object or function.

Table 1. Object permissions for this scenario

Functions/Role	Manager	Designer	Reviewer
Campaigns			
• Add Campaigns			
• Edit Campaigns			
• Delete Campaigns			
• Run Campaigns			
• View Campaign Summary			
Offers			
• Add Offers			
• Edit Offers			
• Delete Offers			
• Retire Offers			
• View Offer Summary			

For example, a Manager has full access and editing ability for campaigns and offers. A Reviewer can access campaigns and offers, but cannot add, edit, delete, or run them.

Optionally, you can also create user groups in IBM Unica Marketing that match these roles, and then assign user permissions simply by adding users to these groups.

The following table shows a sample subset of the object permissions for this scenario.

Table 2. Object permissions for this scenario







Functions/Role	Manager	Designer	Reviewer
Campaigns			
• Add Campaigns			

Table 2. Object permissions for this scenario (continued)

Functions/Role	Manager	Designer	Reviewer
• Edit Campaigns			
• Delete Campaigns			
• Run Campaigns			
• View Campaign Summary			
Offers			
• Add Offers			
• Edit Offers			
• Delete Offers			
• Retire Offers			
• View Offer Summary			

Scenario 2: Company with multiple separate divisions

Your company has two business divisions, Eastern and Western, that do not share data between them. Within each division, people performing different functions need to access the same objects (campaigns, offers, templates), but with differing permissions to act on these objects, depending on their role.

Solution

Define two separate security policies, each with the appropriate roles and permissions. The roles in each security policy can be the same or different, depending on the needs of each division. Except for individuals who need to work across both divisions (for example, the controller, cross-divisional managers, or the CEO), assign each user to a role within only one policy. Do not assign any role to the users in the global policy. For users that work across both divisions, assign them a role in the global policy and grant them the desired permissions.

Create top-level folders that belong to each policy, to hold campaigns, offers, and so on. These folders are specific to each division. Users with roles in one policy cannot see the objects belonging to the other policy.

The following tables show only a sample subset of the possible object permissions in Campaign.











Table 3. Eastern Division Security Policy

Functions/ Role	Folder Owner	Object Owner	Manager	Designer	Reviewer
Campaigns					
• Add Campaigns					
• Edit Campaigns					
• Delete Campaigns					
• View Campaign Summary					
Offers					
• Add Offers					
• Edit Offers					
• Delete Offers					
• View Offer Summary					

Table 4. Western Division Security Policy

Functions/ Role	Folder Owner	Object Owner	Manager	Designer	Reviewer
Campaigns					
• Add Campaigns					
• Edit Campaigns					
• Delete Campaigns					
• View Campaign Summary					
Offers					
• Add Offers					
• Edit Offers					

Table 4. Western Division Security Policy (continued)

Functions/ Role	Folder Owner	Object Owner	Manager	Designer	Reviewer
• Delete Offers					
• Add Campaigns					

Scenario 3: Restricted access within a division

Employees within a division of your company require read access to the same set of objects (campaigns, offers, templates, and so on), but they are allowed to edit and delete only their own objects and objects in folders that they own.

Solution

Define a Read-Only role that grants only read permissions on objects. Assign all users within the division to this role. Keep the default permissions as defined for the Owner and Folder Owner roles.

Note: If your company requires only a single security policy, you can use the global policy and assign all users to the Review role.

Each user is allowed to edit or delete their own objects (under the Owner role) and objects in their own folders (under the Folder Owner role), but only view objects and folders owned by others (under the Read-Only role).

The following table shows a sample subset of the object permissions for this scenario.

Table 5. Object permissions for Scenario 3































Functions/Role	Folder Owner	Object Owner	Reviewer
Campaigns			
• Add Campaigns			
• Edit Campaigns			
• Delete Campaigns			
• View Campaign Summary			
Offers			
• Add Offers			
• Edit Offers			

Table 5. Object permissions for Scenario 3 (continued)

Functions/Role	Folder Owner	Object Owner	Reviewer
• Delete Offers			
• View Offer Summary			

Implementing security policies

This section describes how to create and delete security policies in Campaign and apply security policies to Campaign folders and objects.

Note: You must be assigned permission to administer the User Roles & Permissions page in Marketing Platform to work with Campaign security policies. In a multi-partition environment, only the platform_admin user, or another account with the PlatformAdminRole role, can work with security policies in all partitions.

To create a security policy

1. Click **Settings > User Roles & Permissions**. The User Roles & Permissions page displays.
2. Under the Campaign node, select the partition where you want to add a security policy.
3. Click **Global Policy**.
4. On the right of the page, click **Add Policy**.
5. Enter a policy name and description.
6. Click **Save Changes**.

The new policy is listed under the Global Policy on the User Roles & Permissions page. By default, the policy contains a Folder Owner role and an Object Owner role.

To delete a security policy

Use this procedure to delete any user-created security policies in Campaign that are not in use. You cannot delete the Global Policy.

Note: Do not delete any security policies that have been applied to objects in Campaign. If you need to delete a security policy that is in use, first set the security object of every object/folder using that security policy to a different policy (for example, the global policy). Otherwise, those objects might become inaccessible.

1. Click **Settings > User Roles & Permissions**.
The User Roles & Permissions page displays.
2. Under the Campaign node, select the partition where you want to delete a security policy.
3. Click the plus sign next to **Global Policy**.
4. Click the policy that you want to delete.
5. Click **Delete Policy**.

A confirmation dialog displays.

6. Click **OK** to delete the policy.

Assigning security policies to folders or objects

When you create a top-level folder or object in Campaign, you must select a security policy for it. Only policies in which you have been assigned a role are available for you to associate with top-level objects or folders.

By default, all objects in Campaign are associated with the global policy, but you can assign an optional custom-defined policy.

Keep in mind the following rules when associating a folder or object with a security policy:

- **You cannot assign a security policy to objects within folders.** Objects automatically inherit the security policy of the folder in which they reside.
- **The top-level folder determines the security policy.** Objects within a folder, including sub folders, inherit the security policy of the parent folder. In other words, the security policy of the top-level folder determines the security policy of objects and subfolders within it. Therefore, you cannot manually assign a security policy to objects within folders. To change the security policy of an object, you must move the object into a folder with the desired security policy or into the top-level root folder.
- **Security policy changes when objects are moved or copied.** Objects and folders can be moved or copied across security policies, but the user performing the move or copy must have permissions to do so, in both the source and destination policies.

After an object or folder is moved or copied to a folder or location belonging to a different security policy than its source, the security policy of the lower-level objects or subfolders is automatically changed to the security policy of the new folder or location.

About administrative permissions in Campaign

Administrative permissions in Campaign are assigned for each partition. These administrative functions are different from the object-related functional permissions in security policies, including the global security policy. Users with these permissions can perform the allowed actions on any objects within the partition.

Each partition includes these four pre-defined roles:

- **Admin** — All permissions enabled. The default user `asm_admin` is assigned this role.
- **Execute** — Most permissions enabled, except for administrative functions such as performing cleanup operations, changing object/folder ownership, and managing global suppressions.
- **Design** — Same permissions as the Execute role.
- **Review** — Read-only access to all objects. For flowcharts, these users are allowed to access the edit mode of a flowchart, but save is not allowed.

You can add other administrative roles for each partition as needed.

The procedures for managing administrative roles and permissions in Campaign is the same as the procedures for managing roles and permissions in Marketing Platform.

To configure report folder permissions

In addition to controlling access to the **Analytics** menu item and the **Analysis** tabs for object types (campaigns and offers, for example), you can configure permissions for groups of reports based on the folder structure in which they are physically stored on the IBM Cognos® system.

1. Log in as a Campaign administrator who has the **ReportSystem** role.
2. Select **Settings > Sync Report Folder Permissions**.
The system retrieves the names the folders located on the IBM Cognos system, for all partitions. (This means that if you decide to configure folder permissions for any partition, you must configure it for all of them.)
3. Select **Settings > User Permissions > Campaign**.
4. Under the **Campaign** node, select the first partition.
5. Select **Add Roles and Assign Permissions**.
6. Select **Save and Edit Permissions**.
7. On the **Permissions** form, expand **Reports**. The Reports entry does not exist until after you run the **Sync Report Folder Permissions** option for the first time.
8. Configure the access settings for the report folders appropriately and then save your changes.
9. Repeat steps 4 through 8 for each partition.

Reference: Administrative permissions in Campaign

Campaign includes administrative permissions in the following categories:

- Administration
- Audience Levels
- Data Sources
- Dimension Hierarchies
- History
- Logging
- Reports (folder permissions)
- System Tables
- User Tables
- User Variables

Note: You can set the permissions for all functions within a category by setting the permissions of the category heading.

Administration

Table 6. Administration (Administrative permissions)

Permission	Description
Access Monitoring Area	Allows access to the Campaign Monitoring area.
Perform Monitoring Tasks	Allows performing of monitoring tasks in the Campaign Monitoring area.
Access Analysis Area	Allows access to reports in the Campaign Analytics area.

Table 6. Administration (Administrative permissions) (continued)

Permission	Description
Access Optimizations Link	If Optimize is installed, allows access to that application.
Run svradm Command Line Tool	Allows performing of administrative functions using the Campaign Server Manager (unica_svradm).
Run genrpt Command Line Tool	Allows running of the Campaign report generation utility (unica_acgenrpt).
Takeover Flowcharts in Edit Mode	Allows taking over control of flowcharts in Edit or Run mode from other users. Note: Taking over control of a "locked" flowchart locks out the other user and all changes in the flowchart since the last save are lost.
Connect to Running Flowcharts	Allows attaching to running flowcharts through Campaign Server Manager (unica_svradm) or the Campaign user interface.
Terminate Server Processes	Allows terminating the Campaign Server (unica_acsvr) using the Campaign Server Manager (unica_svradm).
Terminate Campaign Listener	Allows terminating the Campaign Listener (unica_aclsnr) using the Campaign Server Manager (unica_svradm) or using the svrstop utility.
Run sesutil Command Line Tool	Allows running of the Campaign session utility (unica_acsesutil).
Override Virtual Memory Settings	Allows overriding the Virtual Memory setting in flowchart Advanced Settings.
Access Custom Attributes	Allows access to and managing of custom attribute definitions from the Campaign Settings page.
Cell Report Access	Allows access to cell reports from the Reports icon on a flowchart Edit page. Excludes access to the Cell Content Report unless this permission is also explicitly granted.
Cell Report Export	If cell report access is granted, allows printing and exporting of cell reports.
Cell Content Report Access	Allows access to the Cell Content report from the Reports icon on a flowchart Edit page.
Cell Content Report Export	If Cell Content Report Export is granted, allows printing and exporting of the Cell Content report.
Perform Cleanup Operations	Allows performing cleanup operations using unica_acclean or a custom tool.
Change Object/Folder Ownership	Allows changing ownership of an object or folder.

Audience levels

Table 7. Audience levels (Administrative permissions)

Permission	Description
Add Audience Levels	Allows creation of new audience levels under Manage Audience Levels on the Campaign Settings page.
Delete Audience Levels	Allows deleting of existing audience levels under Manage Audience Levels on the Campaign Settings page.

Table 7. Audience levels (Administrative permissions) (continued)

Permission	Description
Manage GlobalSuppressions	Allows creation and configuration of global suppression segments in Campaign.
Disable Suppression in Flowchart	Allows clearing or selecting the Disable Global Suppressions for This Flowchart check box on the flowchart Advanced Settings dialog.

Data sources

Table 8. Data sources (Administrative permissions)

Permission	Description
Manage Datasource Access	Allows managing data source logins from the Administration area and within flowcharts.
Set Save with DB Authentication	Allow enabling the Save with Database Authentication Information flag in table catalogs and flowchart templates.

Dimension hierarchies

Table 9. Dimension hierarchies (Administrative permissions)

Permission	Description
Add Dimension Hierarchies	Allows creation of new dimension hierarchies.
Edit Dimension Hierarchies	Allows editing of existing dimension hierarchies.
Delete Dimension Hierarchies	Allows deletion of existing dimension hierarchies.
Refresh Dimension Hierarchies	Allows refresh of existing dimension hierarchies.

History

Table 10. History (Administrative permissions)

Permission	Description
Log to Contact History Tables	Allows enabling or disabling logging to contact history tables when configuring contact processes.
Clear Contact History	Allows clearing entries from the contact history tables.
Log to Response History Tables	Allows enabling or disabling logging to response history tables when configuring the Response process.
Clear Response History	Allows clearing entries from the response history tables.

Logging

Table 11. Logging (Administrative permissions)

Permission	Description
View System and Flowchart Logs	Allows viewing of flowchart logs and the system log
Clear Flowchart Logs	Allows clearing of flowchart logs.

Table 11. Logging (Administrative permissions) (continued)

Permission	Description
Override Flowchart Log Options	Allows override of default flowchart logging options.

Reports (folder permissions)

The Reports node appears on the partition permissions page after running **Sync Report Folder Permissions** from the **Settings** menu for the first time. The synchronize process determines the folder structure of the reports physically located on the IBM Cognos system, and then lists the names of those folders under this node.

The settings under this node grant or deny access to the reports in the folders that appear in the list.

System tables

Table 12. System tables (Administrative permissions)

Permission	Description
Map System Tables	Allows mapping system tables.
Remap System Tables	Allows remapping system tables.
Unmap System Tables	Allows unmapping system tables.
Delete System Table Records	Allows deletion of records from system tables.

User Tables

Table 13. User tables (Administrative permissions)

Permission	Description
Map Base Tables	Allows mapping base tables.
Map Dimension Tables	Allows mapping dimension tables.
Map General Tables	Allows mapping general tables.
Map Delimited Files	Allows mapping user tables to delimited files.
Map Fixed-Width Flat Files	Allows mapping user tables to fixed-width flat files.
Map Database Tables	Allows mapping user tables to database tables.
Remap User Tables	Allows remapping of user tables.
Unmap User Tables	Allows unmapping of user tables.
Recompute Counts and Values	Allows using Compute button in table mapping to recompute table counts and values.
Use Raw SQL	Allows the use of raw SQL in Select process queries, custom macros, and dimension hierarchies.

User Variables

Table 14. User variables (Administrative permissions)

Permission	Description
Manage User Variables	Allows creating, deleting, and setting default values for user variables in flowcharts.
Use User Variables	Allows use of user variables in output files or tables.

Windows impersonation administration

This section contains the following information:

- “What is Windows impersonation?”
- “Why use Windows impersonation?”
- “What is the relationship between Campaign users and Windows users?”
- “The Windows impersonation group”
- “Windows impersonation and logging into IBM Unica Marketing” on page 43

What is Windows impersonation?

Windows impersonation is a mechanism that allows Campaign administrators to associate Campaign users with Windows users, so that Campaign processes invoked by a Campaign user run under the credentials of the corresponding Windows user.

For example, if Windows impersonation is enabled, when the Campaign user `jsmith` edits a flowchart, a `unica_acsvr` process starts under the Windows user ID associated with the Marketing Platform login name, `jsmith`.

Why use Windows impersonation?

By using Windows impersonation, you are able to leverage the Windows-level security permissions for file access. If your system is set up to use NTFS, you can then control access to files and directories for users and groups.

Windows impersonation also allows you to use Windows system monitoring tools to see which users are running which `unica_acsvr` processes on the server.

What is the relationship between Campaign users and Windows users?

To use Windows impersonation, you must establish a one-to-one relationship between Campaign users and Windows users. That is, each Campaign user must correspond to a Windows user with the exact same user name.

Typically, administration begins with a set of existing Windows users who will use Campaign. You must create Campaign users in Marketing Platform with the exact same names as the associated Windows users.

The Windows impersonation group

Each Windows user for whom you have set up a Campaign user must be placed in a special Windows impersonation group. You must then assign the group to specific policies.

To ease administrative tasks, you can then grant read/write/execute privileges to the Campaign partition directory for the group.

Windows impersonation and logging into IBM Unica Marketing

When Windows impersonation is set up, once users have logged into Windows, Campaign users are automatically logged into IBM Unica Marketing using a single sign-on. When they open a browser and go to the IBM Unica Marketing URL, they do not need to log in again, and immediately see the IBM Unica Marketing start page.

Working with Windows impersonation

Setting up Windows impersonation involves the following tasks, described in this section:

- “Set the Windows impersonation property”
- “Create Campaign users”
- “Create the Windows impersonation group”
- “Assign the Windows impersonation group to policies”
- “Assign rights to the Windows impersonation group” on page 44

Note: LDAP and Active Directory are required to run Windows impersonation. For details about setting up LDAP and Active Directory, see the *IBM Unica Marketing Platform Administrator's Guide*.

Set the Windows impersonation property

On the Configuration page, set the value of the `enableWindowsImpersonation` property in the Campaign > `unicaACListener` category to `TRUE`.

Note: There might be additional property requirements based on your Windows Domain Controller setup. For more information, see the single sign-on section of the *Marketing Platform Administrator's Guide*.

Create Campaign users

You can use Marketing Platform to create Campaign internal or external users.

Create external users by configuring Active Directory users and group synchronization. Each user you create must have the same login name as the user's Windows user name.

Create the Windows impersonation group

Note: You must have administration privileges on the Windows server to complete this task.

Create a Windows group specifically for Campaign users. Then add the Windows users that correspond to Campaign users to this group.

For more information about creating groups, see your Microsoft Windows documentation.

Assign the Windows impersonation group to policies

Note: You must have administration privileges on the Windows server to complete this task.

After you create a Windows group to store users that correspond to Campaign users, you must add the group to the following policies:

- Adjust memory quotas for a process
- Create Token object
- Replace a process level token

For more information about assigning groups to policies, see your Microsoft Windows documentation.

Assign rights to the Windows impersonation group

Using Windows Explorer, grant "read/write/execute" access to the partitions/*partition_name* folder under your Campaign installation to the Windows impersonation group.

For more information about assigning rights to folders, see your Microsoft Windows documentation.

About support of Proxy Server Authentication

Proxy Server Authentication support is available for customers who want to configure and run Campaign so that all internet traffic is required to pass through a proxy server. This feature enables the Active-X component for Campaign to connect through a proxy server that requires authentication, and automatically pass (per-user) stored credentials. You can configure access through a proxy using the following authentication mechanisms:

- Basic
- Digest
- NTLM (NT LAN Manager)
- Negotiate (may resolve to either Kerberos or NTLM)

Note: The actual version of the mechanisms supported is determined by the Internet Explorer browser.

About support for local area network settings in the browser

The Active-X component supports the Internet Explorer (IE) options for Local Area Network (LAN) settings for:

- Automatic configuration, including options to automatically detect settings and to use a Proxy Auto Configuration (PAC) script as an automatic configuration script.
- Proxy server, including options to use a proxy server for your LAN, to bypass proxy server for local addresses, and advanced settings for the HTTP proxy address and port as well as exceptions.

Note: The Active-X component requires the PAC file address, if provided, to use either the http or https scheme (for example, `http://machine:port/proxy.pac`). Although IE recognizes the file scheme (for example, `file://C:/windows/proxy.pac`), the Active-X component fails to locate the PAC file if the file scheme is used. The Active-X component might also be unable to locate the PAC file if authentication is required, for example if the PAC file is served by a web server that requires authentication.

To set authentication credentials for a virtual data source named proxy

For each Campaign user, in the Marketing Platform you must set authentication credentials (user name and password) for a virtual data source named "proxy". These credentials are used to connect to the proxy server.

1. On the **Settings > Users** page, add a data source named proxy for each Campaign user.
2. Set the user name and password for the proxy data source to the proxy server's user name and password.

Note: The data is automatically encrypted when stored in the Marketing Platform; however, the data is only encoded (not encrypted) when passed from the Web server to the Active-X implementation. If additional security is required for this communication, you must configure Campaign to use SSL.

Note: If the user name or password for the proxy server change, the user must update these authentication values to match by editing the values for the "proxy" data source for each user.

Chapter 5. Managing Configuration

When IBM Unica Marketing is first installed, the Configuration page shows only the properties used to configure the IBM Unica Marketing Platform and some global configuration properties. When you install additional IBM Unica Marketing applications, the properties used to configure these applications are registered with the Marketing Platform. These properties are then shown on the Configuration page, where you can set or modify their values.

Some applications might have additional configuration properties that are not stored in the central repository. See application documentation for complete information about all configuration options for the application.

About property categories




The **Reports**, **General** and **Platform** categories are present when the Marketing Platform is first installed. These categories contain the following properties that apply across all IBM Unica Marketing applications installed in a suite.

- The default locale setting
- The **Security** category and sub categories with properties that specify login modes and mode-specific settings.
- Password settings
- Properties that are used to configure data filters
- Properties used to configure schedules
- Properties used to configure the reporting feature

Depending on the IBM Unica Marketing applications that are installed, additional categories contain application-specific categories and sub categories. For example, after Campaign is installed, the **Campaign** category contains Campaign-related properties and sub categories.

Identifying category types

A category can be one of three types, which are identified by different icons as follows.

Category type	Icon
Categories that contain no configurable properties	
Categories that contain configurable properties	
Template categories that you can use to create a category	

Duplicating categories using templates

The properties for an IBM Unica Marketing application are registered with the Marketing Platform when the application is installed. When an application configuration requires that a category can be duplicated, a category template is provided. To create a category, you duplicate the template. For example, you can

create a new Campaign partition or data source by duplicating the appropriate template. You can also delete any category that was created from a template.

Identifying category templates

The Configuration page shows category templates in the navigation tree. You can identify a category template in the tree because its label is in italics and enclosed in parentheses.

Naming a new category

The following restrictions apply when you name a new category.

- The name must be unique among categories that are siblings in the tree (that is, among categories that share the same parent category).
- The following characters are not allowed in category names.

!	^
"	<
'	>
#	=
\$?
%	@
&	[
(]
)	{
*	}
+	\
:	/
;	
,	`
	~

Also, the name cannot start with a period.

Deleting categories created from templates

By default, any category created from a template can be deleted.

Deleting categories

On the Configuration page, some categories can be deleted and others cannot. Any category you create from a template can be deleted. In addition, when an IBM Unica Marketing product is registered, its set of categories might include categories that can be deleted.


Categories that can be deleted in the Configuration page have a **Delete Category** link on the Settings page. This page appears when you select the category in the navigation tree.

About property descriptions

You can access property descriptions in either of the following ways.

- Click **Help > Help for this page** to launch online help. Click a product and then a configuration category in the pages that follow to navigate to the topic that describes all of the properties in a category.
- Click **Help > Product Documentation** to launch a page that gives you access to all of the product documentation in PDF format. All property descriptions are included as an appendix in the *Marketing Platform Administrator's Guide*.

About refreshing the display

A refresh button  located at the top of the Configuration navigation tree provides the following functions.

- Refreshes the contents of the tree, which is useful you want to obtain the latest information about configuration settings. These settings might have been updated while you are viewing the tree (for example, when an application has been registered or unregistered or when someone else has updated settings).
- Returns the navigation tree to the state it was in the last time you selected a node, collapsing or expanding the tree as necessary.

Important: If you are in edit mode when you click **Refresh**, the page is returned to the read mode. Any unsaved changes are lost.

About the default user locale preference

The Marketing Platform contains a default locale attribute that applies to all IBM Unica Marketing applications that implement it. You can set this default by setting the value of the **Region setting** property in the **Suite** category.

For details on this property, see its online help in the Configuration area or the *Marketing Platform Administrator's Guide*. To learn whether an IBM Unica Marketing application implements this attribute, see the documentation for that application.

In addition, you can override these default values on a per-user basis by changing the value of this property in the user's account. See "Setting the per-user locale preference" on page 12 for details.

Editing property values

This section describes how to edit property values on the Configuration page.

To navigate to a category

1. Log in to IBM Unica Marketing.
2. Click **Settings > Configuration** in the toolbar.
The Configuration page shows the Configuration Categories tree.
3. Click the plus sign beside a category.

The category opens, showing sub categories. If the category contains properties, they are listed along with their current values.

4. Continue to expand the categories and sub categories until the property you want to edit appears.

To edit property values

1. Navigate to the category that contains the property you want to set, as described in “To navigate to a category” on page 49.

The Settings page for the category shows a list of all the properties in the category and their current values.

2. Click **Edit Settings**.

The Edit Settings page for the category shows the property values in editable fields.

3. Enter or edit values as needed.

In UNIX, all file and directory names are case-sensitive. The case of any file and folder name you enter must match the case of the file or folder name on the UNIX machine.

4. Click **Save and Finish** to save your changes or **Cancel** to exit the page without saving.

Duplicating and deleting categories

This section describes how duplicate and delete categories on the Configuration page.

To create a new category from a template

1. On the Configuration page, navigate to the template category you want to duplicate.

Unlike other categories, template category labels are in italics and enclosed in parentheses.

2. Click the template category.

The Create category from Template page displays.

3. Enter a name in the **New category name** field (required).
4. You can edit properties within the new category now, or later.
5. Click **Save and Finish** to save the new configuration.

The new category appears in the navigation tree.

To delete a category

1. On the Configuration page, navigate to the category you want to delete and click to select it.

The Settings page for the category appears.

2. Click the **Delete Category** link.

A window shows the message, Are you sure you want to delete "*category name*"?

3. Click **OK**.

The category no longer appears in the navigation tree.

Chapter 6. Configuring Reporting

For its reporting feature, IBM Unica Marketing integrates with IBM Cognos, a third-party business intelligence application. Reporting relies on the following components:

- An installation of IBM Cognos
- A set of IBM Unica Marketing components that integrate IBM Enterprise applications with the IBM Cognos installation
- For several IBM Unica Marketing applications, reporting schemas that enable you to build reporting views or tables in the IBM system tables of the application
- The example reports for the IBM Unica Marketing application, built with IBM Cognos Report Studio

This chapter describes each of the reporting components and provides information about post-installation configuration. For information about installing reporting, see the *IBM Unica Marketing Platform Installation Guide*.

About reporting in the IBM Unica Marketing suite

When you install IBM Unica Marketing applications, each application registers itself with the Marketing Platform. During that registration process, it adds an entry for itself to the **Analytics** menu item.

After the report package for the application is configured:

- The **Analytics** menu item for the application provides access to its cross-object reports.
- The single object reports then appear on the **Analysis** tabs of the appropriate objects.
- The dashboard reports for the application appear in the sample dashboards and they can be added to new dashboards.

Typically, the reports packages for the IBM Unica products are installed when the IBM Unica applications are installed. Not all of the reports packages contain reporting schemas, but they all contain the following IBM Cognos BI components:

- A customizable IBM Cognos reporting metadata model for the IBM Unica application reports
- Customizable IBM Unica application reports built with IBM Cognos 8 BI Report Studio
- Reference documentation that describes the reporting data model and the reports

The IBM Cognos model references the reporting views (or tables) in the IBM Unica application database, making that data available to the IBM Cognos reports that are also delivered in IBM Unica Reports Packages.

Immediately after installation, the reports are in their default state and are to be considered example reports. Why? Because many IBM Unica applications have a set of objects, attributes, or metrics that can be added or customized. For example, Campaign allows you to add response types, custom campaign attributes, additional audience levels, and so on. After the data design of your system is implemented, you can revisit reporting to customize the example reports and create new reports.

How you configure the reports after the data design phase of your implementation depends on which IBM Unica applications are included in your IBM Unica Marketing system.

- For Campaign and Interact, you customize the reporting schemas and then update the views or reporting tables that were created during installation. At that point, you synchronize the Cognos data model with the newly updated reporting views and publish the revised model to the Cognos content store. Now the new custom attributes are available in Report Studio and you can add them to the sample reports, or create new reports that display the attributes.
- For the IBM Unica applications that do not provide reporting schemas and for eMessage (which provides schemas that cannot be customized), you configure the Cognos IBM reports only.

This section describes the security model, the schemas, the data models, and the reports.

About reporting and security

The reporting feature is controlled by the following access control mechanisms:

- Whether users can run reports from the IBM interface depends on permissions granted by the IBM Unica application access settings. Additionally, for Campaign, eMessage, and Interact, you can grant or deny access to groups of reports based on their folder structure on the IBM Cognos system. (This feature is not available for the other products.)
- Whether an administrator can customize the schemas or run the Report SQL Generator depends on permissions configured for the Marketing Platform.
- You can also configure the IBM Cognos 8 BI system to use IBM authentication, thereby controlling access to the IBM application data from the IBM Cognos system.

About report folder permissions

The IBM Cognos report packages that you install on the IBM Cognos system contains the report specifications for the IBM Unica applications, organized into folders. For example, the folder for Interact is named "Interact Reports" and the reports specifications are physically located in that folder on the IBM Cognos system.

For Campaign, eMessage, and Interact, you can configure permissions for groups of reports based on the folder structure in which they are physically stored on the IBM Cognos system.

Synchronize with the IBM Cognos file directory

To make the IBM Unica system aware of the report folders on the IBM Cognos system, you run the **Sync Report Folder Permissions** option located on the **Settings** menu in the IBM Unica interface. This option connects to the IBM Cognos system to determine which folders are present. It then creates an entry in the user

permissions lists for the Campaign partitions. The entry, named **Reports**, appears in the permissions lists between the **Logging** and the **System Tables** entries. When you expand it, the report folder names are listed and now represent permissions.

The default setting for the new permissions is "not granted." Therefore, after you run the **Sync Report Folder Permissions** option, you must configure permissions for the report folders. Otherwise, no one has access to the IBM Cognos reports anymore.

Partitions and folder partitions

The folder synchronizing process retrieves the names of all the folders located on the Cognos system, for all partitions. If you decide to configure report folder permissions for any partition, you must configure permissions for all partitions.

About securing the IBM Cognos BI system

When your IBM system integrates with the IBM Cognos 8 BI system, the IBM Cognos system provides access to the IBM application data in two ways.

- From the IBM applications: when someone requests a report from the IBM interface, the IBM system contacts the IBM Cognos system which queries the reporting views or tables and then sends the report back to the IBM interface.
- From the IBM Cognos applications: when you work with the IBM application data model in Framework Manager or the reports in Report Studio, you connect to the IBM application's database.

In its default state, the Cognos system is unsecured, which means that anyone who has access to the IBM Cognos applications has access to the data from the IBM application database.

IBM Unica Authentication Provider

When IBM Cognos is configured to use IBM authentication, the IBM Unica Authentication Provider installed on the IBM Cognos 8 BI system communicates with the security layer of the Marketing Platform to authenticate users. For access, the user must be a valid IBM user and must have a role that grants one of the following permissions:

- **report_system**, which also grants access to the reporting configuration options in the IBM interface. The default role **ReportsSystem** grants this permission.
- **report_user**, which grants access to the reports but not to the reporting configuration options in the IBM interface. The default role **ReportsUser** grants this permission.

There are two authentication options: authenticated and authenticated per user.

Mode = authenticated

When the authentication mode is set to "authenticated," the communications between the IBM Unica Marketing system and the IBM Cognos system are secured at the machine level.

You configure a single report system user and identify it in the reporting configuration settings. To configure the report system user you do the following:

- Create the user and assign to it the ReportsSystem role, which grants it access to all reporting functions.
- Store login credentials for the IBM Cognos system in a user data source.

- Name it, by convention (which is not required), **cognos_admin**.

The IBM Unica Authentication Provider then authenticates users as follows.

- Each time an IBM Unica Marketing user attempts to display a report, the Marketing Platform uses the credentials stored in the report system user record in its communication with the Cognos system. The authentication provider verifies the user credentials.
- When report authors log in to the IBM Cognos applications, they log in as the report system user, **cognos_admin** and the authentication provider verifies the user credentials.

Mode = authenticated per user

When the authentication mode is set to “authenticated per user,” the system does not use a report system user. Instead, it evaluates the user credentials of each individual user.

- Each time an IBM user attempts to display a report, the Marketing Platform includes the user credentials in its communication with the Cognos system. The authentication provider verifies the user credentials.
- When report authors log in to the IBM Cognos applications, they log in as themselves and the authentication provider verifies their credentials.

With this mode, all users must have either the ReportsUser or the ReportsSystem role in order to see the reports. Typically, you assign the ReportsSystem role to one or two administrators and assign the ReportsUser role to the user groups of the IBM users who need to see reports in the IBM interface.

Authentication vs. authorization

Other than checking for a reporting permission, the authentication provider does no authorization checking. Report authors who log in to the Cognos applications have access to all the reports on the Cognos system, no matter how their report folder permissions might be set on the IBM system.

Reporting permissions reference

Access to the reporting configuration functions and to the reports themselves are controlled by the following settings.

User interface item	Access control
Configuration option on the Settings menu (you configure reporting schemas on the Configuration page)	The Platform permission Access to Configuration located under Settings > User Roles & Permissions > Platform
Report SQL Generator and Sync Report Folder Permissions options on the Settings menu	The Report permission report_system , located under Settings > User Roles & Permissions > Report The standard ReportsSystem role has this permission.

User interface item	Access control
Analytics menu	<p>Application access settings that vary by product, as follows:</p> <ul style="list-style-type: none"> For Campaign, eMessage, and Interact, the Administration > Access Analysis Section permission at the campaign partition level of Settings > User Roles & Permissions. For Marketing Operations and Distributed Marketing, the Analysis permissions in the security policies.
Analysis tabs	The Analysis (or Analyze) permissions in the security policies for the individual objects.
Data displayed by the reports	When the authentication mode of the Cognos system is "authenticated per user," users must have either the ReportsSystem or ReportsUser role in order to see the data in a report.

About reporting schemas

To implement reporting for Campaign, Interact, and eMessage, you start by creating reporting views or tables so the reports can extract reportable data. The report packages for these applications include reporting schemas that the Reporting SQL Generator uses to produce SQL scripts that create reporting views or tables.

For Campaign and Interact, you customize the schema templates so that all the data you want to include in your reports is represented. Then you run the Reporting SQL Generator, take the resulting scripts, and run them on your application databases.

Although you cannot customize the eMessage reporting schemas, you or the installation team must still generate the SQL that builds the reporting views or tables and then run the scripts on the eMessage databases.

The reporting schemas make it easier for you to use any third-party reporting tool to examine your IBM Unica application data. However, if you want to display reports in the IBM Unica Marketing user interface, your installation must be integrated with IBM Cognos 8 BI.

About the Reporting SQL Generator

The Reporting SQL Generator uses the reporting schemas to determine the analytic logic necessary to extract data from the database for the IBM Unica application. It then generates SQL that creates views or reporting tables that implement that logic and that enables business intelligence tools to extract reportable data.

During installation and configuration, the system implementers configured data source properties that identify the IBM Unica application databases. The Reporting SQL Generator uses connects to the application databases as follows.

- To validate scripts that create views or materialized views.
- To determine the correct data types to use in scripts that create reporting tables.

If the JNDI data source names are incorrect or missing, the Reporting SQL Generator cannot generate scripts that create reporting tables.

About the reporting deployment options

When you run the Report SQL Generator tool, you specify whether you want the script to create views, materialized views, or tables. Which deployment option you use depends on the amount of data contained in your system.

- For smaller implementations, reporting views that directly query the production data might perform sufficiently for your needs. If they do not, try materialized views.
- For medium sized implementations, use either materialized views on the production system database or set up reporting tables in a separate database.
- For large implementations, configure a separate reporting database.

For all implementations, you can use Cognos Connection Administration to schedule reports that retrieve large amounts of data to run during off hours.

Materialized views and MS SQL Server

The reporting feature does not support materialized views for MS SQL Server.

In SQL Server, materialized views are called "indexed views." However, the definition that creates an index in a view on SQL Server cannot use certain aggregations, functions, and options that the reporting views include. Therefore, if you are using a SQL server database, use views or reporting tables.

eMessage and Oracle

If your installation includes eMessage and your database is Oracle, you must use materialized views or reporting tables.

Data synchronization

When you deploy with materialized views or reporting tables, determine how frequently you want to synchronize the data with the production system data. Then, use your database administration tools to schedule data synchronization processes to refresh the reporting data regularly.

About control groups and target groups in the reports

The example IBM Cognos 8 BI reports from the report packages include data from both target groups and control groups. To support these reports, the reporting schemas contain two columns for each of the default contact and response history metrics and default response types. One column represents the response from the control group and the other column represents the response from the target group.

If you plan to extend the example reports or create your own new reports, determine whether you want to include response information from both the target and control groups. If the answer is yes and you add metrics or response types, create two columns for that item in the reporting schema, one for the target and one for the control. If the answer is no, you create only the target group column in the reporting schema for that item.

About audience levels and the reports

In their default state, the reporting schemas reference the system tables for the single pre-defined audience level delivered with Campaign, Customer. This means that performance reports and response history reference the Customer audience level by default.

You can change the audience level of the reporting schemas by editing the input tables specified in the performance and response schemas so they reference the system tables for the correct audience level.

Additionally, for Campaign and Interact, you can add reporting schemas for additional audience levels. You create the reporting schemas from the templates in the Marketing Platform's configuration pages. Add the additional reporting views to the Cognos data model; and then modify the Cognos reports to accommodate the additional audience level or levels.

About audience keys in reporting schemas

When you configure the audience level for performance reports and response history, or when you create new reporting schemas for additional audience levels, you specify the audience key for the audience level. If the key includes more than one database column (sometimes referred to as a multikey audience key), you use commas between the column names. For example, `ColumnX,ColumnY`.

The maximum length of the string you can enter in the Audience Key field of a reporting schema is 255 characters. If the audience key is longer than 255 characters, you can work around this restriction in the generated SQL. Enter the first 255 characters of the key in the Audience Key field and generate the SQL script as usual. Then, open the generated script in an editor and use find and replace to replace each of the truncated audience key references with the complete string.

About partitions and reporting schemas

If Campaign has more than one partition, the system implementer configured a reports package on the Cognos system for each partition. However, after the data design of your system is implemented, you must revisit the reporting views or tables for each partition.

You can add reporting schemas for each partition. You create the reporting schemas from the templates in the Schemas configuration pages.

About the Framework Manager data models

A Cognos model is reporting metadata that describes physical database objects and their relationships to query subjects and query items. When you build reports in IBM Cognos 8 BI Report Studio, you build them from query subjects and items described in the model.

The data model for a IBM Unica application references the reporting views in the IBM Unica application database, making that data available to the Cognos 8 reports that are also delivered in the IBM Unica Reports Package.

When you configure the reporting views to include additional attributes, metrics, response types, and so on, you synchronize the Cognos reporting model with the reporting views and publish the revised model to the Cognos content store. At that point, those new attributes become available in Report Studio and you can add them to the IBM Unica reports.

The IBM Cognos 8 model from a IBM Unica Reports Package presents the IBM Unica application metadata in the following three categories (folders).

- **Import View.** This level represents the data from the reporting schemas in the IBM Unica application database. You use this view to synchronize the data model with the IBM Unica database views, materialized views, or reporting tables through the data source connection.
- **Model View.** This is the working area where you perform basic metadata transformations. You set up relationships between object entities represented by query subjects, creating building blocks that can be used in the Business View.
- **Business View.** This level organizes query subjects in terms of business objects to simplify report building. This is the information you see when you open an IBM Unica application report in Report Studio.

The Campaign and eMessage models include shortcuts from the Model View to the Business View. The Interact model does not use shortcuts in the same way because some of its query subjects span two data sources.

About the Report Studio reports

Each IBM Unica reports package contains several reports for that application built with IBM Cognos 8 Report Studio. When they are installed, you can select and run an example report from the following locations in the IBM Unica Marketing suite common user interface.

- The multiple object reports are accessible from the **Analytics** menu.
- The single object reports appear on the Analysis tab of items like campaigns or offers.
- Additionally, for Campaign, Marketing Operations, and Interact, the reports packages include reports for the IBM Unica dashboard.

About the folders, subfolders, and access settings

During installation, the system implementers imported the IBM Unica application's reports archive in Cognos Connection to the Public Folders area. Each IBM Unica application's reports are organized into folders and subfolders with names that represent both the application and the purpose of the report in that Public Folders area.

The folders and subfolders are also used by the security access control model for Campaign , Interact, and eMessage, which includes security settings for the reports by folder. That is, the security policies for those applications grant users access to all the reports in a folder. The access control model for Marketing Operations does not provide this level of access. In Marketing Operations, you either have access to all the reports or none of the reports.

As a best practice, you should not rename the folders or subfolders in the IBM Cognos Connection interface. If you do, ensure that you configure your IBM Unica application so that it recognizes the changed folder names.

- For Campaign, eMessage, and Interact, select **Settings > Configuration** and then edit the values of the reporting folder properties under **Campaign > partitions > [partition name] > reports** so they match the actual names of the folders.
- For Marketing Operations, open the plan_config.xml file and edit the values for the reportsAnalysisSectionHome and reportsAnalysisTabHome configuration settings.

About the report styles and appearance

The reporting integration components include a global stylesheet, `GlobalReportStyles.css`. This stylesheet establishes common reporting styles across the reports for all the IBM Unica applications. For information about styles, see the appendix Appendix B, “Style Guide for the Cognos Reports,” on page 491. This appendix provides the following information for the various kinds of reports.

- The styles implemented by the `GlobalReportStyles.css` file.
- Style formatting that you must do manually when you author a report because there are certain styles that cannot be implemented by the stylesheet.

The dash character (“-”) has special meaning in the IBM Unica reports: it denotes calculations that do not apply. For example, if the unique count in a row that shows totals cannot be calculated, a “-” is displayed to indicate that fact.

Some of the reports do not appear at their best on systems with little or no data. For example, a line graph with one data point cannot display a line, which makes the graph look empty. Additionally, graphical representations of summary data do not list the dates or times for data points that do not have data. For example, if you specify a date range that has only one day with data, the graph shows that date only.

You can customize the reports to use the chart or graph type that works best for the data from your systems.

About setting up schedules for generating reports

In IBM Cognos Connection, you can schedule the automatic running of your reports. For each report, you can select the run frequency, format options, delivery methods, locations for saving, and so on.

For example, you can schedule a report to run every Monday at 9:00 AM, and distribute the report using an auto-generated email to a specified group of recipients.

For details about scheduling and distributing reports, see the schedule chapter in the *IBM Cognos Connection User Guide*.

Customizing reporting schemas

This section describes how to customize your reporting schemas to include custom data so you can display it in your reports. The first step in this task is to determine which schema you want to modify. Then complete the steps in the procedures in this section as appropriate for the reporting goals of your system.

- “Which reporting schema?” on page 60
- “To add contact or response metrics” on page 60
- “To add custom attributes” on page 61
- “To add response types” on page 61
- “To add contact status codes” on page 62
- “To specify the calendar time periods for performance reports” on page 62
- “To configure audience level for performance reports and response history” on page 62

Which reporting schema?

The reporting schema you must modify depends on the reports you plan to customize. The appendix named "Reports and Reporting Schemas by Product" provides tables that show which reporting schemas support the sample reports provided in the report packs. Determine which reports you plan to customize and then consult the appropriate report to reporting schema map:

- Appendix C, "Reports and Reporting Schemas," on page 499
- "Interact Reports and Reporting Schemas" on page 502
- "eMessage Reports and Reporting Schemas" on page 501

Note: You cannot customize the eMessage reporting schemas, but you can modify and create new eMessage reports.

To add contact or response metrics

You can add contact or response metrics to the Campaign Performance and Offer Performance reporting schemas. Before you begin, determine the following information.

- Which reporting schema supports the report you want to add the metric to. See the appendix Appendix C, "Reports and Reporting Schemas," on page 499 for information.
- Whether you need to add a column to the reporting schema for the control group in addition to the target group. See "About control groups and target groups in the reports" on page 56
- How the metric is calculated. For example, it could be summed, averaged, or counted.

Then complete the following steps.

1. Select **Settings > Configuration** and expand **Reports > Schemas > Campaign > *name of the appropriate reporting schema***.
2. Expand the **Columns** node and select either **Contact Metric** or **Response Metric**.
3. In the form on the right, click **New category name** and enter the name of the contact or response metric.
4. For **Column Name**, enter the name to use in the reporting schema for the attribute. Use all UPPERCASE letters with no spaces.
5. For **Function**, specify how the metric is calculated or determined.
6. For **Input Column Name**, enter the name of the column for this attribute from the appropriate table in the IBM Unica application database. Input column names are case-sensitive.
7. For **Control Treatment Flag**, enter the number 0 (zero) to indicate that this column in the reporting schema represents the target group.
8. Click **Save Changes**.
9. Repeat this procedure to add the control group column to the reporting schema, if necessary. This time, enter the number 1 (one) to indicate that this column represents the control group.

To add custom attributes

You can add custom campaign, offer, and cell attributes to the Custom Campaign Attributes reporting schema. Before you begin, determine the following information.

- The value from the attribute's **AttributeID** column in the **UA_CampAttribute**, **UA_CellAttribute**, or **UA_OfferAttribute** table, as appropriate
- The data type of the attribute: string value, number value, or date/time value

Then complete the following steps:

1. Select **Settings > Configuration** and expand **Reports > Schemas > Campaign > Campaign Custom Attributes > Columns**.
2. Select the type of column that matches the type of attribute you want to add.
3. In the form on the right, click **New category name** and enter the name of the custom attribute.
4. For **Column Name**, enter the name to use in the reporting schema for the attribute. Use all UPPERCASE letters with no spaces.
5. For **Attribute ID**, enter the ID of this attribute.
6. For **Value Type**, specify the data type of the attribute.

Note: If you are adding an attribute that holds a currency value, specify **NumberValue** in the **Value Type** field. If you are adding an attribute whose **Form Element Type** was set to **Select Box - String** in Campaign, specify **StringValue** in the **Value Type** field.

7. Click **Save Changes**.

To add response types

You can add response types to the Campaign Offer Response Breakout schema. Before you begin, determine the following information.

- Whether you need to add a column to the reporting schema for the control group in addition to the target group. See “About control groups and target groups in the reports” on page 56.
- The response type code from the **UA_UsrResponseType** table.

Then complete the following steps:

1. Select **Settings > Configuration** and expand **Reports > Schemas > Campaign > Campaign Offer Response Breakout > Columns > Response Type**.
2. In the form on the right, click **New category name** and enter the name of the response type.
3. For **Column Name**, enter the name to use in the reporting schema for the response type.
4. For **Response Type Code**, enter the three letter code for this response type. Response type codes are case-sensitive.
5. For **Control Treatment Flag**, enter the number 0 (zero) to indicate that this column in the reporting schema represents the target group
6. Click **Save Changes**.
7. Repeat this procedure to add the control group column to the reporting schema, if necessary. This time, enter the number 1 (one) to indicate that this column represents the control group.

To add contact status codes

You can add contact status codes to the Campaign Offer Contact Status Breakout schema. Before you begin, determine the contact status code from the UA_ContactStatus table.

Then complete the following steps:

1. Select **Settings > Configuration** and expand **Reports > Schemas > Campaign > Campaign Offer Contact Status Breakout > Columns > Contact Status**.
2. In the form on the right, click **New category name** and enter the name of the contact status type.
3. For **Column Name**, enter the name to use in the reporting schema for the contact status type.
4. For **Contact Status Code**, enter the three letter code for this contact status. Contact status codes are case-sensitive.
5. Click **Save Changes**.

To specify the calendar time periods for performance reports

The standard reports for both Campaign and Interact include performance reports that summarize data over calendar periods. To specify time periods used in these reports to be something other than the default over time variations, complete the following steps:

1. Select **Settings > Configuration** and expand **Reports > Schemas** and then select either **Campaign** or **Interact**.
2. Select the performance schema of interest.
3. Click **Edit Settings**.
4. In the **Schema Settings** section, select the appropriate values for the **Over Time Variations** option list.
5. Click **Save Changes**.

To configure audience level for performance reports and response history

Before you begin, determine the following:

- The names of the contact history, detailed contact history, and response history tables for the audience level of interest.
- The audience key to the contact history and detailed contact history tables. See “About audience keys in reporting schemas” on page 57.

Then, complete the procedure in this section for each of the appropriate reporting schemas:

- For Campaign: Offer Performance, Campaign Performance, Campaign Offer Response Breakout, Campaign Offer Contact Status Breakout
 - For Interact: Interact Performance
1. Select **Settings > Configuration** and expand **Reports > Schemas > *ProductName* > *SchemaName***.
 2. In the form on the right, click **Edit Settings**.
 3. In the **Input Tables** section, identify the system tables for the audience level and the audience key.

Note: Remember to use commas to separate column names for a multikey audience key. See “About audience keys in reporting schemas” on page 57 for more information.

4. Click **Save Changes**.

Creating reporting schemas for additional audience levels or partitions

You are likely to create additional reporting schemas for the following reasons:

- You want to report on more than one audience level. Perhaps you plan to create reports that present data for more than one audience level, or add filters that prompt users to specify one of several audience levels. Therefore, you need schemas that point to an additional set of contact and response history table.
- You are configuring reporting for multiple partitions and you need to implement different schema customizations for each set of partition system tables

Before you begin, determine the following information:

- Which reporting schemas to create.
 - For Campaign: Campaign Offer Response Breakout, Offer Performance, Campaign Performance, Offer Contact Status Breakout, and Campaign Custom Attributes
 - For Interact: Interact Performance
- The names of the following tables for this audience level.
 - For Campaign: contact history, detailed contact history, and response history tables
 - For Interact: detailed contact history and response history tables
- The name of the audience key column (or columns) for this audience level
- Pick a short 2 or 3 letter code to represent the name of the audience level. You use this code when you specify the table or view names for the new reporting schema.

Complete the steps in the following procedures as appropriate for your reporting goals.

To create a Campaign Offer Response Breakout schema

1. Select **Settings > Configuration** and expand **Reports > Schemas > Campaign > Campaign Offer Response Breakout Star Schema**.
2. Click **New category name** and enter a descriptive name for the reporting schema that indicates the audience level. For example, Campaign Offer Response Household.
3. In the **Input Tables** section, enter the name of the response history table for this audience level, and then click **Save Changes**.

A new node appears in the Configuration tree for the schema. You cannot change the name of the node.
4. Under the new node, select **Columns > Response Type** and then configure the response types for this audience level.

For help with this step, see the procedure “To add response types” on page 61.
5. Under the new node, select **SQL Configuration > Campaign Response Breakout** and click **Edit Settings**.

6. In the form that appears, edit the name in the **Table/View Name** field to include the code for the audience level. The name can be no longer than 18 characters and must be in all UPPERCASE letters.
For example, if the name of the audience level is household, you might specify: UARC_CRBO_HH_. For more information about table and view naming conventions, see the “Reports | Schemas | [product] | [schema name] | SQL Configuration” on page 249.
7. Click **Save Changes**.
8. Under the new node, select **SQL Configuration > Campaign Offer Response Breakout** and click **Edit Settings**.
9. Edit the name in the **Table/View Name** field to include the code for the audience level. The name can be no longer than 18 characters and must be in all UPPERCASE letters.
For example, UARC_CORBO_HH_.
10. Click **Save Changes**.

To create a Campaign Offer Contact Status Breakout schema

1. Select **Settings > Configuration** and expand **Reports > Schemas > Campaign > Campaign Offer Response Breakout Star Schema**.
2. Click **New category name** and enter a descriptive name for the reporting schema that indicates the audience level. For example, Campaign Offer Contact Status Household.
3. In the **Input Tables** section, enter the name of the response history table for this audience level, and then click **Save Changes**.
A new node appears in the Configuration tree for the schema. You cannot change the name of the node.
4. Under the new node, select **Columns > Contact Status Code** and then configure the contact status codes for this audience level.
For help with this step, see the procedure “To add contact status codes” on page 62.
5. Under the new node, select **SQL Configuration > Campaign Contact Status Contact History** and click **Edit Settings**.
6. In the form that appears, edit the name in the **Table/View Name** field to include the code for the audience level. The name can be no longer than 18 characters and must be in all UPPERCASE letters.
For example, if the name of the audience level is household, you might specify: UARC_CCSBO_HH_. For more information about table and view naming conventions, see the “Reports | Schemas | [product] | [schema name] | SQL Configuration” on page 249.
7. Click **Save Changes**.
8. Under the new node, select **SQL Configuration > Campaign Offer Contact Status Contact** and click **Edit Settings**.
9. Edit the name in the **Table/View Name** field to include the code for the audience level. The name can be no longer than 18 characters and must be in all UPPERCASE letters.
For example, UARC_COCSBO_HH_.
10. Click **Save Changes**.

To create an Offer Performance schema

1. Select **Settings > Configuration** and expand **Reports > Schemas > Campaign > Offer Performance Star Schema**.
2. In the **New category name**, enter a descriptive name for the reporting schema that indicates the audience level. For example, Offer Performance Household.
3. In the **Input Tables** section, identify the tables that support the audience level and the audience key.
4. In the **Schema Settings** section, select the **Over Time Variations** options that apply and then click **Save Changes**.
A new node appears in the Configuration tree for the schema. You cannot change the name of the node.
5. Under the new node in the Configuration tree, select **Columns > Contact Metric** and then configure the contact metrics for this audience level.
For help with this step, see the procedure “To add contact or response metrics” on page 60.
6. Under the new node, select **Columns > Response Metric** and then configure the response metrics for this audience level.
For help with this step, see the procedure “To add contact or response metrics” on page 60.
7. Under the new node, expand **SQL Configuration**, select the first item (Offer Contact History) and click **Edit Settings**.
8. In the form that appears, edit the value in the **Table/View name** field to include the code for the audience level. The name can be no longer than 18 characters and must be in all UPPERCASE letters.
For example, if the name of the audience level is household, you might specify: UARC_OCH_HH_. For more information about table and view naming conventions, see “Reports | Schemas | [product] | [schema name] | SQL Configuration” on page 249.
9. Click **Save Changes**.
10. Repeat steps 7 through 9 for each item listed under the **SQL Configuration** section of the new reporting schema.

To create a Campaign Performance schema

1. Select **Settings > Configuration** and expand **Reports > Schemas > Campaign > Campaign Performance Star Schema**.
2. Click **New category name** and enter a descriptive name for the reporting schema that indicates the audience level. For example, Campaign Performance Household.
3. In the **Input Tables** section, identify the tables that support the audience level and the audience key.
4. In the **Schema Settings** section, select all the **Over Time Variations** options that apply and then click **Save Changes**.
A new node appears in the Configuration tree for the schema. You cannot change the name of the node.
5. Under the new node, select **Columns > Contact Metric** and then configure the contact metrics for this audience level.
For help with this step, see the procedure “To add contact or response metrics” on page 60.
6. Under the new node, select **Columns > Response Metric** and then configure the response metrics for this audience level.

For help with this step, see the procedure “To add contact or response metrics” on page 60.

7. Under the new node, select **SQL Configuration** and select the first item, Campaign Contact History.
8. In the form that appears, edit the value in the **Table/View name** field to include the code for the audience level. The name can be no longer than 18 characters and must be in all UPPERCASE letters.

For example, if the name of the audience level is household, you might specify: UARC_CCH_HH_. For more information about table and view naming conventions, see the “Reports | Schemas | [product] | [schema name] | SQL Configuration” on page 249.

9. Click **Save Changes**.
10. Repeat steps 8 and 9 for each item listed under the **SQL Configuration** section of the new reporting schema.

To create a Campaign Custom Attributes schema

You need just one Campaign Custom Attributes schema for each partition. The same schema is used for all audience levels.

1. Select **Settings > Configuration** and expand **Reports > Schemas > Campaign > Campaign Custom Attributes**.
2. In the **New category name**, enter a descriptive name for the reporting schema that indicates the partition. For example, Campaign Custom Attributes Partition 2.
3. Under the new node in the Configuration tree, expand **Columns** and then add the custom cell, offer, and campaign attributes required by the partition for which you are creating this reporting schema.
For help with this step, see the procedure “To add custom attributes” on page 61.
4. (Optional) You can optionally edit the view or table names. Under the new node, expand **SQL Configuration** and select each item and examine the view or table names. If you decide to change the names, note that names can be no longer than 18 characters, must be in all UPPERCASE letters, and can include no spaces. For more information about table and view naming conventions, see “Reports | Schemas | [product] | [schema name] | SQL Configuration” on page 249.
5. Click **Save Changes**.

To create a new Interact Performance schema

1. Select **Settings > Configuration** and expand **Reports > Schemas > Interact > Interact Performance Star Schema**.
2. In the **New category name** field, enter a descriptive name for the reporting schema that indicates the audience level. For example, Interact Performance Household.
3. In the **Input Tables** section, identify the tables that support the audience level and the audience key.
4. In the **Schema Settings** section, select all the **Over Time Variations** options that apply and then click **Save Changes**.

A new node appears in the Configuration tree for the schema. You cannot change the name of the node.

5. Under the new node, select **SQL Configuration** and select the first item, Interactive Channel Offer Contact History Summary.
6. In the form that appears, edit the value in the **Table/View name** field to include the code for the audience level. The name can be no longer than 18 characters and must be in all UPPERCASE letters.
For example, if the name of the audience level is household, you might specify: UARI_ICP_OCH_HH_. For more information about table and view naming conventions, see the “Reports | Schemas | [product] | [schema name] | SQL Configuration” on page 249.
7. Click **Save Changes**.
8. Repeat steps 6 and 7 for each item listed under the **SQL Configuration** section of the new reporting schema.

Generating updated view or table creation scripts

This section describes the process you follow to update the default reporting views or schemas that were set up during installation and configuration of Campaign, eMessage, and Interact. If reporting has not yet been set up for your IBM Unica system, do not use the procedures in this section. Instead, see the *IBM Unica Marketing Platform Installation Guide*.

Before you begin updating views or reporting tables

Before you begin, verify that the data source properties are configured correctly:

1. Consult the table in “SQL scripts by data source” on page 69 to verify the database where you will run the updated scripts.
2. Select **Settings > Configuration** and expand **Reports > Schemas > ProductName**.
3. Verify that the values set in the data source fields match the actual JNDI names of the appropriate data sources.

Generate updated SQL scripts for the reporting views or tables

This procedure describes how to generate updated SQL scripts for existing reporting views or tables. If you are configuring views or tables for the first time, do not use this procedure. Instead, see the *IBM Unica Marketing Platform Installation Guide*.

To generate updated SQL scripts, complete the following steps:

1. Select **Settings > Reports SQL Generator**. The SQL Generator page appears.
2. In the **Product** field, select the appropriate IBM Unica application.
3. In the **Schema** field, select one or more reporting schemas. Use the table in “SQL scripts by data source” on page 69 to determine the appropriate schemas to select.
4. Select the **Database Type**. This option must match the database type of the database for which you are generating the script.
5. In the **Generate Type** field, select the appropriate option (views, materialized views, or tables).

Materialized views are not an option when **Database Type** is set to MS SQL Server.

If the JNDI data source names are incorrect or have not been configured, the SQL Generator cannot generate scripts that create tables.

6. Set the value in the **Generate Drop Statement** field to Yes.
7. (Optional.) To examine the SQL, click **Generate**. The SQL Generator creates the script and displays it in the browser window.
8. Click **Download**.
The SQL Generator creates the script and prompts you to specify where you want to save the file. If you selected a single reporting schema from the **Schema** field, the script name matches the name of schema (eMessage_Mailing_Execution.sql, for example). If you selected more than one reporting schema, the script name uses the product name only (Campaign.sql, for example). For a complete list of names, see “SQL scripts by data source” on page 69.
9. Specify the location where you want to save the script. If you change the name of the file, be sure to use something that clearly indicates which schemas you selected. Then click **Save**.
10. Repeat steps 7 through 10 but select No in the **Drop Statement** field this time.
11. Repeat steps 3 through 11 for each script you want to generate.

Note: There might be times when you want to disable script validation. For example, perhaps the Marketing Platform cannot connect to the IBM Unica application database but you want to generate the scripts anyway. To disable validation, clear the values in the data source configuration properties for reporting. When you generate the scripts, the Reports SQL Generator displays a warning that it cannot connect to the data source, but it still generates the SQL script.

Update the views or reporting tables

Note that this procedure describes updating existing views or reporting tables. If you are creating views or reporting tables for the first time, do not use this procedure. Instead, use the reports chapter in the installation guide for your IBM Unica application.

After you generate and download the SQL scripts that update your views or tables, run them on the application databases.

1. Locate the SQL scripts that you generated and saved. Use the table in “SQL scripts by data source” on page 69 to determine which scripts to run against which database.
2. Use your database administration tools to run the drop scripts.
3. Use your database administration tools to run the creation scripts.
4. **For reporting tables**, use your database administration tools to populate the new tables with the appropriate data from the production system database.
5. **For reporting tables and materialized views**, use your database administration tools to schedule data synchronization processes between the IBM Unica application's production databases and the new reporting tables or materialized views to run regularly.

Note: You must use your own tools for this step. The Reports SQL Generator does not generate this SQL for you.

SQL scripts by data source

The following table shows which scripts you need to generate for each data source, the resulting script names and, for creating views or materialized views, which script should be run against which IBM Unica application database. Note the following.

- The table lists the default names for the data sources and the generated scripts, which you might have changed.
- The Interact reporting schemas reference more than one data source. Generate a separate SQL script for each data source.

Reporting schema	Data source (default names)	Script name (default names)
All Campaign reporting schemas	Campaign system tables (campaignPartition1DS)	Campaign.sql, unless you generated separate scripts for each reporting schema. If you did, each script is named after the individual schema.
eMessage Mailing Performance	eMessage tracking tables, which are with the Campaign system tables (campaignPartition1DS)	eMessage_Mailing_Performance.sql
Interact Deployment History, Interact Performance, and Interact Views	Interact design time database (campaignPartition1DS)	Interact.sql
Interact Learning	Interact Learning tables (InteractLearningDS)	Interact_Learning.sql
Interact Run Time	Interact run time database (InteractRTDS)	Interact_Runtime.sql

Reports SQL Generator page reference

The Reports SQL Generator uses the reporting schemas you configure to generate SQL that creates views and reporting tables.

Item	Description
Product	Lists the products whose reporting schema templates are installed.
Schema	Lists the reporting schemas for the product you selected. For more information see the following descriptions. <ul style="list-style-type: none">• Appendix C, “Reports and Reporting Schemas,” on page 499• “eMessage Reports and Reporting Schemas” on page 501• “Interact Reports and Reporting Schemas” on page 502
Database Type	Indicates the database type of the application database where you plan to run the scripts you are generating.

Item	Description
Generate Type	<p>Indicates whether the scripts you are generating should create views, materialized views, or reporting tables.</p> <ul style="list-style-type: none"> • Materialized views are not an option when Database Type is set to MS SQL Server. • If the JNDI data source names are incorrect or have not been configured, the SQL Generator cannot generate scripts that create tables. • The fourth option, XML, doesn't result in a SQL script. Instead, it creates a description of the schema in XML. You can then use the XML file as needed with your third-party ETL or import tools. <p>See also, "About the reporting deployment options" on page 56.</p>
Generate Drop Statement?	<p>Indicates whether the scripts you are generating are drop scripts or not. When updating existing views or tables, it is best practice to generate a drop script and a creation script and to then run the drop script before you run the new creation script.</p> <p>When you select Yes in the field, the SQL Generator appends the word DROP to the end of the script.</p>
Generate	<p>Click this option to have the SQL Generator create the script and then display it in this window. You can then copy and paste it as appropriate.</p>
Download	<p>Click this option to have the SQL Generator create the script and then prompt you to save it to your system. For information about the names it uses for the generated scripts, see:</p> <p>"SQL scripts by data source" on page 69.</p>

Customizing the IBM Cognos Model

When you customize an IBM Unica reporting schema to include additional metrics, attributes, or audience levels and then modify the reporting view or tables that are based on that schema, you must also edit the IBM Cognos 8 BI model. Use IBM Cognos Framework Manager features to query the views or tables and then import the additional items in the data model.

The way you update the Cognos 8 model depends on the changes you made in the IBM Unica reporting views or tables.

- If you modified existing views by adding columns for attributes, metrics, or response types, import the new columns by updating the query object that represents the associated view.
- If you modified the over time variations for performance or runtime reports or created new reporting schemas for additional audience levels, you have added new views. In this case, use the Framework Manager MetaData Wizard to import the views into the data model.

This section provides examples that you can use as guidelines for adding your customizations to the Cognos 8 model. For more information, see the *IBM Cognos 8 BI 8.4 Framework Manager User Guide* and the Framework Manager online help.

Example: Add attributes to an existing view or table in a data model

The following example procedure shows how to add an item to an existing view in the IBM Cognos 8 model. For this example, assume that you need to add a custom offer attribute to the Campaign database and then include it in a report. You have already completed the following tasks:

- Created the offer attribute in the UA_OfferAttribute table.
- Added the offer attribute to the Campaign Custom Attributes reporting schema.
- Used the Reports SQL Generator to generate the view creation script.
- Ran the generated script in the Campaign database to update the Offer Custom Attribute reporting view, UARC_OFFEREXTATTR.

Now, to add the new offer attribute to the Cognos 8 Campaign model, you would complete the following steps.

1. Make a backup of the Campaign model. That is, navigate to the Cognos/models directory and copy the CampaignModel subdirectory. In a distributed Cognos environment, the models directory is in a location on the system running the Content Manager.
2. In Framework Manager, open the Campaign.cpf file (the project) and expand the **Import View** node.
3. Under **Import View**, select the query object that represents the reporting view for custom offer attributes: **Import View > Campaign Custom Attributes > UARC_OFFEREXTATTR**.
4. Select **Tools > Update Object**. Cognos refreshes the columns listed under the node for the view so they reflect all the columns currently present in the UARC_OFFEREXTATTR reporting view in the Campaign database.
5. Expand the **Model View** and select the node that represents custom offer attributes in this view: **Model View > Campaign Custom Attributes > Offer Custom Attributes**.
6. Double-click the **Offer Custom Attributes** node to open the **Query Subject Definition** dialog box.
7. Locate the new column and add it to the **Model View**. Then edit the name of the query item so it can be read easily. For example, the column named LASTRUNDATE in the **Import View** of the Campaign data model appears as **Last Run Date** in the **Model View**.

Note: Because the **Business View** contains a shortcut to the **Offer Custom Attributes** node in the **Model View**, the new query item now available in the **Business View** without your having to add it manually.

8. Save the model.
9. Publish the package to the Cognos content store.

Now you can add the attribute to the appropriate report using IBM Cognos Report Studio.

Example: Add new views to IBM Cognos 8 data model

The following example procedure shows how to add new views or tables to the IBM Cognos 8 data model. For this example, assume that you changed the Over

Time Variations for the Campaign Performance reporting schema and now need to import the change in the Cognos model. You have already completed the following tasks:

- Modified the Campaign Performance schema by adding Quarterly to the **Over Time Variations** options.
- Used the Reporting SQL Generator to generate the view creation script. This script now contains instructions to create the following additional reporting views: UARC_CCCH_QU, UARC_CCH_QU, UARC_CCRH_QU, UARC_COCH_QU, UARC_CORH_QU, and UARC_CRH_QU
- Ran the generated script in the Campaign database to create the additional reporting views.

Now, to add the new reporting views to the Cognos 8 Campaign model, you would complete the following steps.

1. Make a backup of the Campaign model. That is, navigate to the Cognos/models directory and copy the CampaignModel subdirectory. In a distributed Cognos environment, the models directory is in a location on the system running the Content Manager.
2. In Framework Manager, open the Campaign project and expand the **Import View** node
3. Select the **Campaign Performance** folder and run the **Metadata Wizard** (accessed through the right-mouse menu).
4. Use the Metadata Wizard to import the new views.
5. Expand the **Model View > Campaign Performance** node and model a new entry named Campaign Performance by Quarter.

For help with this step, examine the other entries for reference. Be sure to maintain the same structure and relationships that are included in the other over time variation nodes. Additionally, consult the *Cognos 8 BI 8.3 Framework Manager User Guide* for information about the following:

- Creating a new namespace.
 - Creating star schema groupings.
 - Adding joins.
6. Expand the **Business View** and create a shortcut to the Campaign Performance by Quarter node in the **Model View**.
 7. Save the model.
 8. Publish the package to the Cognos content store.
 9. Open Report Studio and create a new report with the objects from the Campaign Performance by Quarter schema that you just created.

About customizing or creating Cognos reports for IBM Unica applications

As mentioned, you can customize the example reports so they include your custom data and you can create new reports. From Cognos Connection, you can configure options for the reports, schedule them to run at regular times, and you can launch Report Studio to customize them.

Consult the following sources when planning and implementing your reports.

- The user's guides for your IBM Unica applications include short descriptions of all the reports in the IBM Unica reports package for that product.

- The IBM Unica reports packages provide reference documentation that describes the specifications of each of the reports in the pack and the Framework Manager metadata model that supports the reports. Examine these documents before you customize a model or a report. Be sure that you understand how a report is constructed before you make any changes to it.
- For detailed documentation about creating and editing IBM Cognos 8 BI reports, see the IBM Cognos 8 BI documentation, especially *IBM Cognos 8 BI Report Studio Professional Authoring User Guide*.
- For information about the report styles you should use, see the appendix Appendix B, “Style Guide for the Cognos Reports,” on page 491.
- For information about customizing Marketing Operations reports, see the *Marketing Operations Administration Guide*.

Guidelines for creating new Campaign reports

Use the following guidelines to create new reports for Campaign in IBM Cognos Report Studio:

- Examine the reference documentation that describes the metadata model and the specifications of the example reports from the Campaign report package. It is located in the CampaignReportPack\cognos8\docs subdirectory in the report package installation directory.
- Using Report Studio, create a new report, or copy and modify an existing report. For details, see the Cognos Report Studio documentation.
- If you are modifying a copy of an existing report (or the report itself), ensure that you understand how the report is constructed. Then you can add your custom attributes and metrics, and modify the objects and query items in an appropriate way, using the toolbar and Properties pane in Report Studio. For information about using Report Studio, see the Cognos Report Studio documentation. For information about the objects and query items in an example report, consult the reference documentation from the report package.
- For object-specific reports that appear on the Analysis tab, create a parameter ID that accepts the passed value from the object. For a system-wide report that appears on the Analysis page, create a prompt that contains all object values for campaigns or offers. For details, see the Cognos Report Studio documentation.
- Save the new report into the appropriate folder under **Public Folders** to make it visible in Campaign.
 - If it should appear on the **Analysis** tab, save it in the **Campaign - Object Specific Reports** folder.
 - If it should appear on the **Analysis** page, save it in the **Campaign** folder.
 - If you plan to add it to a dashboard portlet, save it in the **Unica Dashboards\Campaign** folder.

Configuring the Interaction Point Performance dashboard portlet

Interact has one IBM Cognos dashboard report: Interaction Point Summary. Because Dashboard reports do not prompt users for query parameters, the channel ID of the interactive channel in the Interaction Point Performance report is a static value. By default, the channel ID for this report is set to 1. If the channel ID is not correct for your implementation, you can customize the report and change the channel ID in the report's filter expression.

To customize any of the IBM Cognos reports, you need IBM Cognos report authoring skills. For detailed documentation about creating and editing IBM

Cognos BI reports, see the IBM Cognos BI documentation, especially *IBM Cognos BI Report Studio Professional Authoring User Guide* for the version of Cognos you are using.

For information about the queries and data items in the Interaction Point Performance report, see the reference documentation provided in the Interact report package.

If you need to display a chart for more than one interactive channel in the Dashboard, make a copy of the Interaction Point Performance Dashboard and modify the channel ID. Then create a new dashboard portlet for the new report and add it to your dashboards.

Guidelines for creating new dashboard reports

The IBM Unica reporting packages for Campaign, Interact, and Marketing Operations include reports that are specially formatted to appear on the IBM Unica dashboard. Use the following guidelines to create new dashboard reports in IBM Cognos Report Studio:

- Examine the reference documentation that describes the metadata model and the specifications of the example reports from the report package. It is located in the *ProductNameReportPack\cognos8\docs* subdirectory in the report package installation directory.
- Save all dashboard reports in the appropriate subdirectory under the main **Unica Dashboards** folder.
 - For Campaign: **Unica Dashboards\Campaign**
 - For Interact: **Unica Dashboards\Interact**
 - For Marketing Operations: **Unica Dashboards\Plan**. (Plan was the previous name for Marketing Operations.)
- The report must be formatted and sized so it fits properly in a dashboard portlet. See “Dashboard report styles” on page 498 in the “Style Guide for the IBM Cognos 8 BI reports” appendix for a description of the formatting you should use.
- Do not include a title in a dashboard report. The portlet it appears in will give the report its title.
- Do not include hyperlinks in a dashboard report.
- Do not include page numbers in a dashboard report.

To create a new dashboard portlet and add the report to it, see “Custom portlet types and availability” on page 86 and “To prepare the URL from an IBM Cognos dashboard report” on page 87.

Chapter 7. Creating and Managing Dashboards

Dashboards are configurable pages that contain information useful to groups of users who fill various roles within your company. You create dashboards and configure them by adding components called portlets.

IBM Unica portlets provide key metrics that might be important for IBM Unica Marketing users to track, and lists of links that provide a convenient way to access IBM Unica Marketing pages.

Dashboards can contain pre-defined IBM portlets or user-created portlets. User-created portlets can be IBM Unica Marketing pages, pages on your company intranet, or pages on the internet.

About IBM Unica pre-defined portlets

IBM Unica provides two types of pre-defined dashboard portlets, which are available for immediate addition to any dashboard you create.

IBM Unica pre-defined portlets use the Marketing Platform single-sign-on mechanism to access IBM Unica Marketing content. Users are not prompted for credentials when they view a dashboard containing these portlets.

- List: A list of IBM Unica Marketing items specific to the user. Examples of list portlets are My Recent Campaigns (Campaign), My Alerts (Marketing Operations), and the Continent Summary report (NetInsight).
- IBM Cognos report: A specially formatted version of an IBM Unica Marketing report.

You can also create your own dashboard portlets, including NetInsight reports. See “Custom portlet types and availability” on page 86 for details.

Planning dashboards

To plan how your organization uses the dashboard feature, you should work with your marketing management team to decide the following details.

- Which dashboards your users need.
- Which users should have access to which dashboards.
- Which portlets should go into each dashboard.
- Who should be designated as the dashboard administrator for each dashboard after the dashboards are rolled out. The dashboard administrator manages user access to the dashboard and modifies individual dashboard content and layout if necessary.

Dashboard audiences

You can control who views your dashboards by associating them with groups or by assigning individual users to them. Members of a group can access the dashboard or dashboards associated with that group, while non-members cannot view these dashboards.

You can also create one or more global dashboards, which can be seen by all IBM Unica Marketing users within a partition regardless of their group membership or individual assignments.

When you create a global dashboard, you should include portlets that are of interest to the widest possible range of users. For example, if you have installed Campaign, you may want to include the My Custom Bookmarks portlet, one of the pre-defined IBM portlets.

When the Marketing Platform is first installed, no dashboards exist.

Global dashboards

When you create a dashboard, you can choose to make it available only to members of Marketing Platform groups that you choose, or you can choose to make it a global dashboard. Global dashboards can be viewed by all members of the partition to which the dashboard belongs, regardless of the group membership.

You should include portlets in global dashboards that are of interest to the widest possible range of users. For example, if you have installed Campaign, you may want to include the My Custom Bookmarks portlet, one of the pre-defined IBM portlets.

User permissions required to view dashboards

Dashboards allow IBM Unica Marketing users to view pages from multiple products (such as Marketing Operations and Campaign) in a single page, regardless of the permissions that are configured for them within those products.

Some dashboard portlets allow users to perform work in an IBM Unica Marketing product by clicking a link within a portlet to open a page on which they can work. If the user does not have permissions to perform the task, the page does not display.

Some content within portlets is filtered based on the user. For example, if a user never works directly with campaigns, the My Recent Campaigns portlet might not display any links.

IBM Unica pre-defined portlet availability

IBM Unica provides pre-defined portlets with many of its products. Availability of the IBM Unica pre-defined portlets depends on the IBM Unica Marketing products you have installed. Also, the IBM Cognos portlets are available only when the IBM Unica Marketing reporting feature is implemented.

You must enable the pre-defined IBM Unica portlets in the Marketing Platform before you can use them in a dashboard. IBM Unica portlets are listed in the Marketing Platform whether or not the product they belong to is installed. It is a good practice to enable portlets that belong only to products that are installed. Only the portlets that are enabled appear in the list of portlets you can add to a dashboard.

IBM Cognos report performance considerations

Reports are desirable components to add to dashboards because they add a visual element that makes it easy to scan large amounts of data. However, because reports require additional processing resources, performance can become an issue when many users access dashboards that contain many reports on a regular basis.

While organizations use data in different ways tailored to their needs, this section provides some general guidelines that should help you improve performance for dashboards that contain IBM Cognos reports. All of these guidelines apply to IBM Cognos report portlets, which are the most resource-intensive.

Scheduling runs in IBM Cognos

IBM Cognos reports can be scheduled to run at regular intervals. When a report is scheduled, it does not run every time a user accesses a dashboard containing that report. The result is improved performance of dashboards containing the report.

Only IBM reports that do not contain a user ID parameter can be scheduled in Cognos. When a report has no ID parameter, all users see the same data; the data is not filtered based on the user. The following portlets cannot be scheduled.

- All of the Campaign pre-defined portlets
- The Marketing Operations My Task Summary and My Approval Summary pre-defined portlets

Scheduling reports is a task that you perform in IBM Cognos; consult the Cognos documentation to learn more about scheduling in general. For specific scheduling requirements for dashboard portlets, see “To schedule a dashboard report” on page 78.

Data considerations

You should plan scheduled runs based on the data contained in the report. For example, you would run the Offer Responses for Last 7 Days dashboard report every night so that it contains information relevant to seven days preceding the current day. In contrast, you might choose to run the Marketing Financials Position dashboard report once a week, because it compares financial indicators on a quarterly basis.

User expectations

An additional scheduling consideration is how frequently the intended users of the report expect the data to be updated. You should consult users about this when planning schedules.

Guidelines

Here are some broad guidelines to help you plan scheduling for dashboard IBM Cognos reports.

- Reports that include roll-up information should generally be scheduled to run every night.
- Reports that contain many calculations should be placed on a schedule.

To schedule a dashboard report

To schedule a dashboard report (either a pre-defined or user-created portlet), you must first create a view and schedule it, and then configure the portlet as described here.

Note: You can schedule only those reports that are not filtered by user.

1. In Cognos, copy the report and save it under a new name.
2. In Cognos, open the copied report and save it as a view with the same name as the original report. Save it in the Unica Dashboard/*Product* folder, where *Product* is the appropriate product folder
3. In Cognos, schedule the view.
4. In IBM Unica Marketing, add the report to the dashboard, if you have not done so already.

See “To add a pre-defined portlet to a dashboard” on page 84 or “To add a user-created portlet to a dashboard” on page 89.

5. Only if the report is one of the pre-defined portlets, do the following in IBM Unica Marketing.
 - On the Dashboard Administration page, click the **Edit portlet** icon next to the portlet.
 - Select **Yes** next to **Has this report been scheduled?**
 - Click **Save**.

Pre-defined portlet descriptions

This section provides descriptions of all of the IBM pre-defined dashboard portlets, organized by product and portlet type.

Marketing Operations IBM Cognos report portlets

This section describes the Marketing Operations dashboard portlets that are available in the Marketing Operations reports package.

Table 15. Standard Marketing Operations IBM Cognos report portlets

Report	Description
My Task Summary	An example IBM Cognos report showing data about all active and completed tasks for the user viewing the report in all In Progress projects.
My Approval Summary	An example IBM Cognos report showing data about active and completed approvals for the user viewing the report.
Manager Approval Summary	An example IBM Cognos report showing data for active and completed approvals for all In Progress projects in the system.
Projects by Project Type	An example IBM Cognos report showing a 3-D pie diagram that shows all In Progress projects in the system by template type.
Projects by Status	An example IBM Cognos report showing a 3-D bar chart that shows all projects in the system by status: draft, in progress, on hold, canceled, and finished.
Manager Task Summary	An example IBM Cognos report showing data for active and completed tasks for all In Progress projects.

Table 15. Standard Marketing Operations IBM Cognos report portlets (continued)

Report	Description
Marketing Financials Position	An example IBM Cognos report showing a timeline with Budget, Forecasted, Committed, and Actual amounts for all plans in all states in the current calendar year. This report requires the Financial Management module.
Spend by Project Type	An example IBM Cognos report showing a 3-D pie chart of the actual amount spent per project type in the current calendar year. This report requires the Financial Management module.
Completed Projects by Quarter	An example IBM Cognos report showing a 3-D bar chart of the number of early, on-time, and late projects completed this quarter.
Projects Requested and Completed	An example IBM Cognos report showing a timeline graph of the number of project requests and number of completed projects per month. This report counts project requests with the following states only: Submitted, Accepted, or Returned.
Forecast by Project Type	An example IBM Cognos report showing a 3-D pie chart of the forecasted spending per project type for the current calendar year.
Budget by Project Type	An example IBM Cognos report showing a 3-D pie chart of the budget per project type for the current calendar year. This report requires the Financial Management module.

Marketing Operations list portlets

This section describes the standard Marketing Operations portlets that are available for use on dashboards even if the Marketing Operations reports package is not installed.

Table 16. Standard Marketing Operations portlets

Report	Description
Approvals Awaiting Action	List of approvals waiting for your action.
Manage My Tasks	Lists your Pending and Active tasks and Not Started and In Progress approvals. An option to change the status of each item appears. <ul style="list-style-type: none"> For tasks, you can change the status to Finish or Skip. For Not Started approvals, you can change the status to Submit or Cancel. For In Progress approvals that you own, you can change the status to Stop, Finish, or Cancel. For In Progress approvals that you are assigned to approve, you can change the status to Approve or Reject.
My Active Projects	Lists your active projects.
My Alerts	Lists your Marketing Operations alerts.
My Requests	Lists requests that you own.
My Tasks	Lists tasks that you own.
Projects Over Budget	Lists all projects that are over budget for the calendar year. This report requires the Financial Management module.

Campaign IBM Cognos report portlets

This section describes the dashboard portlets that are available in the Campaign reports package.

Report	Description
Campaign Return on Investment Comparison	An IBM Cognos report comparing, at a high level, the ROI of campaigns created or updated by the user viewing the report.
Campaign Response Rate Comparison	An IBM Cognos report comparing the response rates of one or more campaigns created or updated by the user viewing the report.
Campaign Revenue Comparison by Offer	An IBM Cognos report comparing the revenue received to date per campaign containing offers created or updated by the user viewing the report.
Offer Responses for Last 7 Days	An IBM Cognos report comparing the number of responses that were received over the last 7 days based on each offer created or updated by the user viewing the report.
Offer Response Rate Comparison	An IBM Cognos report comparing the response rate by offer created or updated by the user viewing the report.
Offer Response Breakout	An IBM Cognos report showing the various active offers created or updated by the user viewing the report, broken out by status.

Campaign list portlets

This section describes the standard Campaign portlets that are available for use on dashboards even if the Campaign reports package is not installed.

Report	Description
My Custom Bookmarks	A list of links to websites or files created by the user viewing the report.
My Recent Campaigns	A list of the most recent campaigns created by the user viewing the report.
My Recent Sessions	A list of the most recent sessions created by the user viewing the report.
Campaign Monitor Portlet	A list of the campaigns that have run or are currently running that were created by the user viewing the report.

Interact IBM Cognos report portlet

Interaction Point Performance - Shows the number of offers accepted per interaction point over a seven day period.

This dashboard report is defined to point to the interactive channel with the ID of 1. To create additional versions of this report (to report on additional interactive channels) or to change the ID of the interactive channel that this report points to, see "Configuring the Interaction Point Performance dashboard portlet" on page 73.

Distributed Marketing list portlets

This section describes the standard Distributed Marketing portlets that are available for use on dashboards.

Report	Description
List Management	A list of active Lists for the user viewing the report.
Campaign Management	A list of active Corporate Campaigns and On-demand Campaigns for the user viewing the report.
Subscription Management	A list of subscriptions to Corporate Campaigns for the current user.
Calendar	The Calendar showing the schedule for active Corporate Campaigns and On-demand Campaigns.

Optimize list portlets

The standard Optimize portlets that are available for use on dashboards.

Table 17. Optimize list portlets

Report	Description
My Recent Optimize Sessions	A list of the last 10 Optimize sessions, run by the user viewing the report within the last 30 days.
My Recently Successful Optimize Run Instances	A list of the last 10 Optimize sessions, run by the user viewing the report that completed successfully within the last 30 days.
My Recently Failed Optimize Run Instances	A list of the last 10 Optimize sessions, run by the user viewing the report that did not complete successfully within the last 30 days.

Attribution Modeler IBM Cognos report portlet

This section describes the dashboard portlets that are available in the Attribution Modeler reports package.

Report	Description
Channel-Campaign-Offer Attribution Drill-Down	<p>An IBM Cognos report that shows the following data about each offer in each campaign in each channel.</p> <ul style="list-style-type: none"> • Number of interactions • Number of responses • Percentage of responses • Revenue • Average revenue per response • Cost per response • Return on Investment (ROI)

Interaction History IBM Cognos report portlet

This section describes the dashboard portlets that are available in the Interaction History Cross-Channel reports package.

Report	Description
Cross-Channel Summary Over Time	<p>An IBM Cognos report that shows the following data about each channel.</p> <ul style="list-style-type: none"> • Number of campaigns • Number of interactions • Number of reponses • Percentage of reponses • Revenue • Average revenue per respnse • Cost per response • Return on Investment (ROI)

Setting up dashboards

Topics in this section describe how to set up dashboards

Permissions required to administer dashboards

Only users with the Administer Dashboards permission in a partition can administer all of the dashboards in that partition. By default, this permission is granted to users with the AdminRole role in the Marketing Platform.

When the Marketing Platform is first installed, a pre-defined user, asm_admin, has this role for the default partition, partition1. See your administrator for the appropriate dashboard administrator credentials.

A user with the AdminRole role in the Marketing Platform can assign any IBM Unica Marketing user to administer individual dashboards in the partition to which that user belongs. Dashboard administration is done in the dashboard administration area of the Marketing Platform.

Dashboards and partitions

If you are administering dashboards in a multi-partition environment, read this section to understand how multiple partitions affect dashboards. See “About partitions and security management” on page 16 for information about how to set up partition membership for users.

In a multi-partition environment, a user can view or administer only those dashboards associated with the partition to which the user belongs.

When a dashboard administrator creates a dashboard, the following partition-related rules apply.

- Any dashboard that is created is available only to members of the same partition as the user who created it.
- Only those pre-defined portlets that are enabled in the partition to which the administrator belongs are available for inclusion in the dashboard.
- Only groups and users assigned to the same partition as the administrator are available for assignment to the dashboard.

When you have multiple partitions configured, the procedure for setting up dashboards is as follows.

1. Before working with dashboards, associate one or more groups with each partition, and assign the appropriate users to each group.
Only the platform_admin user, or another user with the PlatformAdminRole permissions can perform this task.
See Chapter 4, "Managing Security in IBM Unica " for information about these tasks.
2. For each partition, ensure that at least one user has the Administer Dashboards permission, and make a note of these user names.
The Marketing Platform AdminRole role has this permission by default, but you might want to create a role with more restricted access for dashboard administrators. These dashboard administrators can administer all dashboards within their partition.
3. For each partition configured in your system, do the following.
 - a. Use an account that is a member of the partition and that can administer all dashboards in a partition to sign in to IBM Unica Marketing.
Refer to the list of users you created in the previous step.
 - b. On the **Settings > Dashboard Portlets** page, enable pre-defined portlets as needed.
See "To enable or disable pre-defined portlets" for details.
 - c. On the Dashboard Administration page, create the needed dashboards and add portlets.
 - d. For each non-global dashboard, assign users who can view the dashboard.
You can assign individual users or groups to the dashboard.
 - e. For each dashboard, assign one or more users as dashboard administrator.

See the remainder of this chapter for detailed information about performing these tasks.

To enable or disable pre-defined portlets

Perform this task before you begin to create dashboards. You should enable only those portlets that reference IBM Unica products that you have installed.

1. Log in to IBM Unica Marketing and select **Settings > Dashboard Portlets**.
2. Click the check box next to portlet names to enable or disable them.
A check mark enables a portlet, and clearing the check box disables a portlet.
The portlets you selected are enabled and are available for inclusion in dashboards.

To create a dashboard

1. In IBM Unica Marketing, select **Dashboard**
A Dashboard Administration page opens. All dashboards associated with your partition are shown.
2. Click **Create Dashboard**.
A **Create Dashboard** page opens.
3. Enter a unique title (required) and description (optional).
4. Select a dashboard type.
 - If you want to restrict access to users who belong to a group associated with the dashboard, select **User or Group-Specific Dashboard**.

- If you want all users in the partition to be able to view the dashboard, select **Global Dashboard for Everyone**.
5. Click **Save**.
Your new dashboard appears as a tab on the Dashboard Administration page, and is listed on the Administration tab.

To add a pre-defined portlet to a dashboard

See “Custom portlet types and availability” on page 86 for information about adding user-created portlets to a dashboard.

1. In IBM Unica Marketing, select **Dashboard** and then select the tab for the dashboard you want to work with.
2. Click **Manage Portlets**.
A Manage Portlets page opens, listing the enabled portlets.
You can also access the Manage Portlets page from the Administration tab, by clicking the Manage Portlets icon on the dashboard.
3. Select the check box next to one or more portlets to select it for addition to the dashboard.
Use the following features to assist you in selecting portlets.
 - Filter the list of portlets by name or by the product that is the source of the portlet.
 - Display all portlets at once or page through the list.
 - Click column headings to sort the list alphabetically by source or portlet name, in ascending or descending order.
4. Click **Update**.
The selected portlets are added to the dashboard.

To lay out a dashboard

1. In IBM Unica Marketing, select **Dashboard** and then select the tab for the dashboard you want to work with.
2. Drag the portlets to arrange them on the page.
3. Click **Save Layout**.

To assign or change a dashboard administrator

1. In IBM Unica Marketing, select **Dashboard**
A Dashboard Administration page opens. All dashboards associated with your partition are shown, with their portlets listed.
2. Click the **Manage Permissions** icon at the bottom of the dashboard you want to work with. A Manage Permissions tab opens.
3. Click the **Manage Dashboard Administrators** icon. A Manage Dashboard Administrators page opens. All dashboards associated with your partition are shown, with their portlets listed.
4. Select or deselect names.
Users whose names are selected have administration permissions for the dashboard.
You can do the following to find users.
 - Filter the list by entering all or part of a user name in the **Search** field.
 - Display all users, or only unassigned users, or only assigned users.

- Sort the list by clicking column headings.
 - Display all users at once (based on your filtering criteria) or page through the list.
5. Click **Update**.

To remove a portlet from a dashboard

1. In IBM Unica Marketing, select **Dashboard**.
A Dashboard Administration page opens. All dashboards associated with your partition are shown, with their portlets listed.
2. In the dashboard where you want to remove a portlet, click the **Delete** icon next to the portlet you want to remove.
3. Click **Yes, Delete** at the prompt.
The portlet is removed from the dashboard.

To change the name or properties of a portlet

1. In IBM Unica Marketing, select **Dashboard**.
A Dashboard Administration page opens. All dashboards associated with your partition are shown, with their portlets listed.
2. In the dashboard you want to work with, click the **Edit Portlet** icon next to the portlet whose name you want to change.
An Edit Portlet window opens.
3. Edit the name, description, URL, or hidden variables of the portlet.
4. Click **Save**.

To change the name or properties of a dashboard

1. In IBM Unica Marketing, select **Dashboard**.
A Dashboard Administration page opens. All dashboards associated with your partition are shown.
2. In the dashboard you want to work with, click the **Manage Settings** icon at the bottom of the dashboard.
A Settings tab opens.
3. Click the **Edit Dashboard** icon.
An Edit Dashboard window opens.
4. Edit the title, description, or type of the dashboard, enable or disable it, or change whether users can change the layout..
5. Click **Save**.

To delete a dashboard

1. In IBM Unica Marketing, select **Dashboard**.
A Dashboard Administration page opens. All dashboards associated with your partition are shown.
2. In the dashboard you want to work with, click the **Delete Dashboard** icon at the bottom of the dashboard.
3. When prompted, click **Yes, Delete**.
The dashboard is deleted.

Creating and using custom portlets

Topics in this section describe how to create and use custom portlets.

Custom portlet types and availability

You can create portlets from the following types of IBM Unica Marketing pages.

- Any IBM Unica Marketing IBM Cognos report, including Interact Interaction Point Performance reports that you have customized to point to additional interactive channels. You can customize any existing dashboard reports, or you can customize a non-dashboard report. If you customize a non-dashboard report, see “Guidelines for creating new dashboard reports” on page 74.
- Any NetInsight or NetInsight On Demand report or dashboard that auto-updates.
- Any IBM Coremetrics® Web Analytics report.

In addition, you can create a portlet from a page on the internet or your company intranet.

Unlike the IBM pre-defined portlets, the portlets you create yourself are available only in the dashboard in which you create it.

Authentication considerations for custom portlets

When you are planning to create portlets, you should keep in mind the following authentication considerations.

- If your portlet is a NetInsight report from an on-premises installation configured to use the Marketing Platform for authentication or to use no authentication, or a dashboard report from any other IBM Unica Marketing product that uses the Marketing Platform for authentication, users are not prompted for credentials when they view the portlet.
- If your portlet is a NetInsight report from an on-premises installation that is not configured to use the Marketing Platform for authentication, the user must enter login credentials one time per browser session.
- If your portlet is a NetInsight On-Demand report or an internet or intranet page that requires authentication, the portlet behaves as a browser would. The user must enter login credentials in the content of the page the first time they view it during a browser session, and cookies are used to keep the user logged in.
- If your portlet is an IBM Coremetrics Web Analytics report, users can view only those reports for which they have permissions in IBM Coremetrics. Also, if single-sign-on is enabled with IBM Coremetrics, users can view IBM Coremetrics reports in Marketing Platform dashboards without entering their credentials. Otherwise, users must enter their IBM Coremetrics credentials to view IBM Coremetrics reports in a Marketing Platform dashboards.

Portlet creation process overview

This section provides an overview of the steps for creating a portlet, which are described in detail elsewhere in this guide.

1. Obtain and prepare the URL of the page you want to use as a portlet.


To do this, you obtain the URL and modify it as needed.

The following procedures describe how to prepare the URL for the various portlet sources.

- NetInsight on-premises report - "To prepare the URL from an on-premises NetInsight report"
 - IBM Unica Marketing IBM Cognos report - "To prepare the URL from an IBM Cognos dashboard report"
 - Coremetrics report - "To prepare the URL from an IBM Coremetrics Web Analytics report" on page 88
 - NetInsight On Demand report and pages on the internet or your company intranet - "To prepare the URL from an intranet or internet page" on page 88
2. Add the portlet to a dashboard.
See "To add a user-created portlet to a dashboard" on page 89.

To prepare the URL from an on-premises NetInsight report

Use this procedure for reports in an on-premises NetInsight installation.

1. In NetInsight, display the report you want to export.
If you are using a NetInsight dashboard, only the top left report on the dashboard is exported.
2. Click the **Export** icon  located in the toolbar at the upper right of the report.
The Export options window opens.
3. Complete the fields as follows.
 - Select **Portlet URL** from the **Export Type** drop-down.
 - Select Web Browser from the **Format of Report** drop-down.
 - Specify the number of values to include in the report.
 - Specify the width of the report graphic, in pixels. Path reports self-adjust their size, regardless of the width you specify. Stacked bar reports automatically increase the width you specify by 30%.
 - Choose to hide the report header, as the portlet has a title that you can edit.
4. Click **Export**.
The report URL is displayed in a dialog box.
5. Copy the URL and paste it into a text editor.
6. Encode the URL using a web tool that you can find by searching for "URL encoding" or "percent encoding."
7. Add the following to the beginning of the URL: *YourIBMUnicaURL/suiteSignOn?target=* where *YourIBMUnicaURL* is the login URL for your installation of IBM Unica Marketing.
For example, suppose you have the following information.
 - Your IBM Unica Marketing URL is `http://myHost.myDomain:7001/unica`
 - Your encoded NetInsight report URL is `MyEncodedReportURL`
 Your final URL would be `http://myHost.myDomain:7001/unica/suiteSignOn?target=MyEncodedReportURL`

To prepare the URL from an IBM Cognos dashboard report

For information about creating dashboard reports with IBM Cognos, see "Guidelines for creating new dashboard reports" on page 74.

The format of an IBM Cognos dashboard portlet URL is as follows.

```
http(s)://HOST.DOMAIN:port/unica/reports/jsp/  
dashboard_portlet.jsp?product=Product& report=ReportName
```

where

- *Product* is the name of the IBM Unica application's subfolder in the **Unica Dashboards** folder on the IBM Cognos system. That is: Campaign, Interact, or Plan for Marketing Operations. (Plan was the previous name of the Marketing Operations application.)
- *ReportName* is the HTML-encoded name of the dashboard report. For example: Campaign%20Performance%20Comparison

For example,

```
http://serverX.companyABC.com:7001/unica/reports/jsp/  
dashboard_portlet.jsp?product=Campaign&report=Campaign%20Performance  
%20Comparison
```

If you have scheduled the report as described in “To schedule a dashboard report” on page 78, add the following to the end of the URL:

&isView=true

Note: Encode the URL using a web tool that you can find by searching for "URL encoding" or "percent encoding."

To prepare the URL from an IBM Coremetrics Web Analytics report

Use this procedure for IBM Coremetrics reports.

If you want users to be able to view IBM Coremetrics reports in dashboards without having to log in to IBM Coremetrics, you must enable single sign-on between IBM Unica Marketing and IBM Coremetrics. See Chapter 9, “Enabling single sign-on between IBM Unica Marketing and IBM Coremetrics Web Analytics,” on page 101 for details.

1. Log in to IBM Coremetrics and navigate to **Manage > API**.
2. Select a report category and then select a report name.
3. Click **Generate API URL and Copy to Clipboard**.
4. Copy the URL and paste it into a text editor.
5. By default, the reports return 25 rows at a time. To modify the number of rows that are returned, add the following to the end of the copied URL.
&rowCount= followed by a number representing the number of rows you would like to have returned.
For example, &rowCount=50

To prepare the URL from an intranet or internet page

Use this procedure for intranet or internet pages, including On-Demand NetInsight pages.

1. Point your browser to the desired page and copy the URL from your browser's address field.
2. Encode the URL using a web tool that you can find by searching for "URL encoding" or "percent encoding."

To add a user-created portlet to a dashboard

Before performing this procedure, you should have prepared a URL as described elsewhere in this section.

1. In IBM Unica Marketing, select **Dashboard** and then select the tab for the dashboard you want to work with.
2. Click **Manage Portlets**.
A **Manage Portlets** window opens.
3. Click **Create Custom Portlet**.
A **Create Custom Portlet** window opens.
4. Complete the fields and click **Save**.
The window closes and you return to the dashboard tab. The new portlet is located in the upper left corner, where it may overlay a previously added portlet. Click and drag the portlet heading to place the portlet in an appropriate position in the dashboard.
5. Click **Save Layout**.

Manage Portlets window reference

Field	Description
Portlet Name	Enter an appropriate name for the portlet.
Portlet Description	Enter a description for the portlet that lets other administrators know why it is part of this dashboard.
Portlet URL	Paste in your prepared URL.
Hidden Variables	If your portlet requires users to log in, you can enter name/value pairs to securely send these credentials to the site. You must obtain the expected variable name from the web site.

Administering dashboard membership

Topics in this section describe how to manage dashboard membership.

About dashboard administration tasks

If you have been designated a dashboard administrator, you are responsible for managing the membership, layout, and content of that dashboard.

Tasks related to modifying the layout and content of a dashboard are described in *Setting up Dashboards*.

This section describes how to manage dashboard membership.

To grant or remove dashboard membership

1. In IBM Unica Marketing, select **Dashboard** and then select the tab for the dashboard you want to work with.

2. Click the **Manage Permissions** icon at the bottom of the dashboard you want to work with.
A Manage Permissions tab opens.
3. Click the **Manage Dashboard Users** icon.
A Manage Dashboard Users page opens.
4. Select or deselect the checkbox to grant or remove access to the dashboard.
Users whose names are selected can view the dashboard.
You can do the following to find users.
 - Filter the list by entering all or part of a user name in the **Search** field.
 - Display all users, or only unassigned users, or only assigned users.
 - Sort the list by clicking column headings.
 - Display all users at once (based on your filtering criteria) or page through the list.
5. Click **Update**.

Chapter 8. Scheduling Runs with the IBM Unica Scheduler

The IBM Unica Scheduler enables you to configure a process to run at intervals that you define. Currently, you can use the IBM Scheduler to schedule the following.

- Campaign flowchart runs
- Optimize optimization session and post-optimization flowchart runs
- eMessage mailings
- PredictiveInsight model and score runs

The scheduler uses two basic concepts: schedules and runs.

- A schedule is any task that you want to run once or on a recurring basis. When you define a schedule you specify the IBM Unica Marketing object, the frequency with which the task is run, and the start and end dates.
- A run is an execution instance of a schedule.

There are two types of schedules.

- Time-based - Runs occur at specified times.
- Trigger-based - Runs occur when a schedule receives a specified trigger (for example, when another schedule sends a trigger on success or failure of its run).

You can configure either type of schedule to run one time, or on a recurring basis.

Difference between the Campaign Schedule process and IBM Unica Scheduler

Starting with the 8.0 release of IBM Unica Marketing, the IBM Unica Scheduler is intended to replace the Campaign Schedule process for scheduling runs of an entire flowchart. The IBM Unica Scheduler is more efficient, as it does not consume any server system resources when the flowchart is not actually running. The IBM Unica Scheduler starts a flowchart even if it is not running, while the Campaign Schedule process in a flowchart works only if the flowchart is running.

The Campaign Schedule process is preserved for full compatibility with earlier versions, and for other use cases not handled by the IBM Unica Scheduler. For example, you might want to use the Campaign Schedule process to send Campaign triggers or to delay execution of dependent processes.

Do not use the IBM Unica Scheduler to schedule a flowchart that uses the Campaign Schedule process as the top-level process that starts a flowchart run. Typically, only one or the other is necessary. However, if the Schedule process appears in a flowchart that is started by the IBM Unica Scheduler, it functions as configured; conditions required by the IBM Unica Scheduler and the Schedule process must be met before subsequent processes run.

Unlike the IBM Unica Scheduler, the Campaign Schedule process can send external triggers to call command-line scripts. The IBM Unica Scheduler can send triggers only to its own schedules.

Scheduler triggers

You can set up a scheduler trigger when you create or edit a schedule.

A trigger is a text string that the IBM Scheduler can send when a run completes successfully or when a run fails. If you have a schedule that sends a trigger on completion, you can set another schedule to start a run when it receives that trigger.

All schedules receive all sent triggers, but a schedule initiates a run only if the trigger string matches the trigger string for which it is waiting. An unlimited number of dependencies between schedules can be created in this manner.

After you have created a trigger, it appears in a dropdown list of triggers in the Scheduler user interface, which makes it easy to use again.

Trigger example

You can schedule a set of Campaign flowcharts to run at the same time by giving all of them the same trigger. You can also use triggers to cause a set of flowcharts to run in series, one after another.

The following example illustrates how to set up a series of flowcharts to run in a specified order.

- Flowchart 1 is scheduled with a "Flowchart 1 run complete" trigger that is sent when the run completes successfully.
- Flowchart 2 is scheduled as follows.
 - Start when a "Flowchart 1 run complete" trigger is received.
 - Send a "Flowchart 2 complete" trigger when the run completes successfully.
- Flowchart 3 is scheduled to start when a "Flowchart 2 run complete" trigger is received.

About start triggers

A schedule that is set up with a start trigger begins to listen for a trigger as soon as it is created, regardless of its start date. However, the trigger does not override the start date. For example, if a schedule has a start date of December 12, 2010 and on December 5, 2010 it receives its start trigger, the run will not start until December 12, 2010.

Inbound triggers

Starting with the 8.6.0 release, the IBM Scheduler can respond to triggers sent by an external application. The `scheduler_console_client` utility enables this feature. This utility issues triggers that can launch one or more schedules set up to listen for that trigger.

Because `scheduler_console_client` is a batch script application, it can be called by external applications, possibly using another batch script.

For example, if you set up a schedule that is listening for a trigger "T1," you could run the `scheduler_console_client` utility with the following command to send the T1 trigger: `scheduler_console_client.bat -v -t T1`

The utility can provide the following information.

- A list of the schedules that are configured to listen for any given trigger.
- Whether it has successfully sent the trigger (although it cannot report whether the schedule that is listening for the trigger executed successfully).

See “The scheduler_console_client utility” on page 198 for complete details on using this utility.

Security considerations

Scheduling within the enterprise applications is considered to be an administrator's activity. It is assumed that any user who has the execute permission for the scheduler_console_client utility is also authorized to issue triggers.

To prevent any user from using this utility to issue a trigger, you should revoke execute permission for the utility for that user.

Scheduler throttling

Throttling is used to manage performance when a large number of processes are likely to place high demands on the system. Throttling is based on scheduler groups that you set up on the **Settings > Configuration** page. You assign a throttling threshold to a group, and associate schedules with that group.

The throttling threshold is the highest number of runs associated with that group that can run concurrently. To reduce resource consumption on the server, you can set the throttling threshold to a smaller value. Only schedules created in the IBM Scheduler are subject to throttling.

Unlimited threshold in the default group

All schedules must belong to a throttling group. If you do not want to enable throttling for a schedule, make it a member of the Default scheduler group (the default selected option in the **Scheduler Group** field when you create a schedule). This group has a high throttling threshold, which effectively means that no throttling is in place.

Throttling exception

If you run a flowchart from within Campaign or by using the Campaignunica_svradm utility, these runs do not count in the throttling threshold, and they begin execution immediately.

Throttling examples

- If system resources are a concern, you can use throttling to manage the load on a server. For example, if many complex Campaign flowcharts must be run, you can assign them to a throttling group that limits the number of flowcharts that can be run at the same time. This throttling helps to manage the load on the Campaign server or the marketing database.
- You can use throttling to set priorities for schedules. By assigning high-priority schedules to a group with a high throttling threshold, you ensure that runs of these schedules are performed using system resources as efficiently as possible. You should assign lower-priority schedules to groups with lower throttling thresholds.

- If you have a flowchart that is scheduled with a recurrence pattern, you can use throttling to ensure that runs occur in sequence, without overlapping. For example, suppose you have scheduled a flowchart with a recurrence pattern set to execute a run every hour for 10 hours. If the flowchart takes more than one hour to complete a run, the next run could attempt to begin before the previous run is completed, resulting in failure because the still running flowchart would be locked. To ensure that this does not happen, you can create a throttling group with a threshold of 1, and assign the flowchart's schedule to this group.

Scheduler recurrence patterns

You can set up a schedule to run repeatedly by configuring a recurrence pattern. Any recurrence pattern you set begins after the start time you specify.

You have several recurrence pattern options.

- Pre-defined - A set of common recurrence patterns from which you can select
- Cron expression - A string composed of 6 or 7 fields separated by white space that represents a set of times
- Simple custom recurrence pattern - A user interface for creating recurring patterns that is similar to many common meeting schedulers

All of the scheduler recurrence patterns are based on cron expressions. The Scheduler provides pre-defined patterns in the user interface for easier creation of these cron expressions. If you write your own custom cron expression, it is a good practice to provide a meaningful description of the recurrence pattern, to make it easier for anyone who is not fluent in reading these expressions to understand the pattern.

Important: All of the recurrence patterns reset at the end of the next longer interval. For example, if you set a custom weekly pattern to run every three weeks, it runs the third week of every month, because the pattern resets at the end of every month. This is a characteristic of all cron expressions. To set a schedule that actually runs on week 3, 6, 9, 12, and so on, you must create separate schedules for each desired execution date.

Run dependency

You can set up a schedule to be dependent on successful completion of one or more other scheduled runs.

For example, suppose you have a schedule, S1, that is set up with a recurrence pattern. S1 has a trigger that is sent every time an S1 run completes successfully. Three schedules, S2, S3, and S4, are configured to start when they receive the outbound trigger from S1. You can set up an additional schedule, S5, that will run when S2, S3, and S4 complete successfully. S5 will run only when all three of the runs on which it is dependent complete.

To set up a scenario like the one described in the example, you would configure S5 using the **On Completion of Other Tasks** option in the **When to Start** drop down list.

When you configure a run to be dependent on other runs in this way, you must keep in mind the following considerations.

- The schedules on which the schedule you are configuring depends must be non-recurring. In the example above, S2, S3, and S4 must be non-recurring. However, because S1 recurs, S2, S3, and S4 effectively recur, based on S1 runs.
- The schedule that is dependent on other schedules must also be non-recurring. In the example, S5 must be non-recurring. Again, because S1 recurs, S5 effectively recurs as well.
- The schedule that is dependent on other schedules cannot be used as one of the criteria in the **On Completion of Other Tasks** option for any other schedule. In the example, S5 cannot be used as a criterion in the **On Completion of Other Tasks** option for any other schedule.
- If you want to delete a schedule that is configured with the **On Completion of Other Tasks** option, you must first change the configuration to remove the **On Completion of Other Tasks** option. Then you can delete the schedule.

Time zone support

You can schedule runs to occur in the context of any one of a large number of worldwide time zones.

When you create a schedule, the default is always the time zone of the server on which the Platform is installed. However, you can select from any other time zones listed in the **Select Timezone** drop down list. These options are expressed as GMT times followed by the commonly used term for that time zone. For example, (GMT-08:00) Pitcairn Islands or (GMT-08:00) Pacific Time (US & Canada).

The selected time zone is applied to all aspects of the schedule, including the following.

- Information shown on the Scheduled Runs and Schedule Definitions pages
- Recurrence patterns and triggers

Scheduler limitations

Note the following limitations of the IBM Unica Scheduler.

- Manual starts of flowchart runs or command-line flowchart commands have no effect on the IBM Unica Scheduler, and vice versa with one exception. If a flowchart run is initiated by any means, a subsequent attempt to run the flowchart by any means will fail with a lock error if the previous run has not completed.
- Scheduler triggers do not interact in any way with Campaign flowchart triggers. Triggers sent by the Schedule process or by the Campaign trigger utility `unica_actrg` cannot cause schedules in IBM Unica Scheduler to run, and vice versa.

Permissions for scheduling flowcharts

Scheduling flowcharts using the IBM Unica Scheduler requires the following permissions.

Permission	Description
Schedule Batch Flowcharts	Allows scheduling flowcharts using the default run parameters
Schedule Override Batch Flowcharts	Allows overriding the default run parameters for scheduling flowcharts

Permission	Description
Run Batch Flowcharts	Allows running flowcharts (required for scheduled flowcharts to run successfully)

Note: When a scheduled flowchart runs, it is run by the Marketing Platform user that created the scheduled task. If this user account is disabled or deleted, any flowcharts previously scheduled by that user will fail to run. If you want to deactivate this user account but allow these previously scheduled flowcharts to run, leave the user account status set to "active" with only the Run Batch Flowcharts permission granted.

Scheduler run parameters

When you schedule a Campaign flowchart, the flowchart can pass a string containing run parameters to the IBM Scheduler. This string is then passed back to Campaign when a run is started. In Campaign, all of the values set on the **Override Flowchart Parameters** dialog are passed to the Scheduler as a single string. This string is displayed in the **Run Parameters** field.

Overriding the default parameters for Campaign flowchart runs

When you schedule a Campaign flowchart run, the Scheduler uses the default run parameters that have been defined for the flowchart. These parameters include the following:

- The table catalog containing the table mappings that the flowchart uses
- Any user variables values that have been defined within the flowchart
- Login information for any data sources that the flowchart accesses. The default is the user who is scheduling the flowchart.

Campaign allows you override these defaults to run against different data sources or to achieve different results, similar to the capabilities provided by the `unica_svradm` utility. For example, you could schedule multiple runs for a single flowchart to test different combinations of values for user variables. You could specify an alternate table catalog to switch from your production database to a sample database for these test runs. If your organization requires different database logins for test runs and production runs, you can specify the appropriate login information.

Creating schedules

You create a schedule when you create the object you want to schedule. Currently, only Campaign flowcharts and eMessage mailings use the IBM Scheduler to schedule runs.

To create a flowchart schedule using default parameters

1. On a flowchart tab in **View** mode, click the Run icon and select **Schedule This**. The Schedule flowchart dialog box opens.
2. Complete the fields in the Schedule flowchart dialog box.
If you choose to run more than once, click **Set up Recurrences** to set up a recurrence pattern.
3. Click **Run with this Schedule**.

Important: When you schedule a flowchart, the scheduled task is based on the flowchart name. If the flowchart name is changed after a scheduled task is created, the scheduled task will fail.

To create a flowchart schedule by overriding the default parameters

1. On a flowchart tab in **View** mode, click the **Run** icon and select **Schedule This - Advanced**.

The Override Flowchart Parameters dialog box opens.

2. Complete the fields in the dialog box to specify your flowchart parameters.
The system does not check syntax of the parameters you enter in this field. Double-check that you have entered the correct values before proceeding.

3. Click **Schedule a Run**.

The Schedule flowchart dialog box appears.

4. Complete the fields in the Schedule flowchart dialog box.

If you choose to run more than once, click **Set up Recurrences** to set up a recurrence pattern.

5. Click **Run with this Schedule**.

Important: When you schedule a flowchart, the scheduled task is based on the flowchart name. If the flowchart name is changed after a scheduled task is created, the scheduled task will fail.

To set up throttling

You must set up a throttling group specifically for the type of object being scheduled: a flowchart or a mailing.

1. On the Configuration page, navigate to one of the following throttling group templates under templates.
 - Platform > Scheduler > Schedule registrations > Campaign > [Object] > Throttling group > (*Throttling group*)
 - Platform > Scheduler > Schedule registrations > PredictiveInsight > [Object] > Throttling group > Throttling group
2. Create a category (throttling group) as described in “To create a new category from a template” on page 50.

The number you set for the Throttling threshold property is the highest number of runs associated with that group that can execute concurrently. Any schedules eligible to run that exceed the throttling threshold are queued to run in the order in which the run notification is received by the scheduler.

The configured scheduler groups appear in the **Scheduler Group** drop-down list in the Scheduler user interface for creating and editing schedules.

You must create a throttling group for each type of object whose runs you want to control in this way. For example, flowchart throttling groups are available only for scheduling flowcharts; mailing throttling groups are available only for scheduling mailings.

3. Assign one or more schedules to the group, as needed.

Create or edit a schedule window reference

This section describes in detail the window you use when you create or edit a schedule.

Field	Description
Scheduled Item Type	The type of the scheduled object. This field is filled automatically, and is read-only.
Scheduled Item Name	The name of the scheduled object. This field is filled automatically, and is read-only.
Schedule Name	Enter a name for the schedule.
Description	Enter a description for the schedule.
Run Parameters	When you schedule a flowchart in Campaign, all of the values set on the Override Flowchart Parameters dialog are passed to the Scheduler as a single string, displayed in the Run Parameters field. The run parameters are not used by the scheduler itself. The scheduler simply passes the string back to Campaign when the flowchart is run.
Scheduler Group	If you have created one or more throttling groups, you can associate this schedule with a group to limit the number of runs of this schedule that can execute at the same time. To appear as an option in this field, a group must be created using properties on the Configuration page.
On successful completion, send a trigger	If you want runs of this schedule to send a trigger when the run completes successfully, enter the trigger text here. Other schedules can be set to listen for this trigger.
On error, send a trigger	If you want runs of this schedule to send a trigger when the run fails, enter the trigger text here. Other schedules can be set to listen for this trigger.
Select Timnezone	Select the time zone to use when calculating the schedule, if you want a time zone that is different from the server time zone. See Time zone support for details.
When to start	<p>Select one of the following options to specify when the schedule runs. The start time applies only to the first run; it defines the time when a schedule is first eligible to run. The actual first run might be after the start date if the schedule is configured to wait for a trigger, if it is a member of a throttling group, or if a recurrence pattern is in place.</p> <ul style="list-style-type: none"> On a date and time - Select a date and time. On a trigger - Select an existing trigger or enter a new one. If you enter a new one, you must configure a schedule to send this same string on success or failure. On a trigger after a date - Select an existing trigger or enter a new one, and select a date and time. If you enter a new one, you must configure a schedule to send this same string on success or failure. <p>Select one of the following options to specify the number of runs.</p> <ul style="list-style-type: none"> Only run once - The schedule runs one time. It is eligible to execute the run on the start date and time you specify. Stop after n occurrences - Runs stop after the specified number of runs have occurred (whether the runs succeed or fail) or the end date arrives, whichever is first. Stop by a date and time - Runs are initiated as many times as defined until the specified end date and time is reached. A run might execute after this time if the run execution has been delayed due to throttling constraints. On completion of other tasks - The schedule runs only when all the other tasks selected for this option complete successfully. See "Run dependency" on page 94.

Field	Description
Recurrence Pattern	<p>Select one of the following options.</p> <ul style="list-style-type: none"> • Use a pre-defined recurrence pattern - Select a pattern from the list. The Marketing Platform provides a set of pre-defined patterns, and you can create your own by adding properties on the Configuration page. • Use a simple custom recurrence pattern - Select an interval. • Use a cron recurrence expression - Enter a valid cron expression.

Override Flowchart Parameters window reference

The following table describes the fields on the Override Flowchart Parameters dialog. All of the editable fields in this dialog are optional. The system does not check syntax of the parameters you enter in these fields. Double-check that you have entered the correct values before proceeding.

Field	Description
Flowchart Id	Unique ID for the flowchart. This field is filled automatically, and is read-only.
Campaign - Flowchart Name	The name of the campaign, campaign code, and flowchart name. This field is filled automatically, and is read-only.
Schedule Job Name	Name for the scheduled job. This field defaults to the <i>CampaignName - FlowchartName</i> , but you can change the name to any name.
Catalog File Name	Specify a stored table catalog file to use for this run.
Data Sources	Use these fields to override the default login information for any of the data sources that this flowchart accesses.

Managing schedules

You can manage all schedules from pages you can access by selecting **Settings > Scheduled Tasks**. You must have the Scheduler Tasks View permission in the Marketing Platform to have access to these pages. In a multi-partition environment, you see only the schedules that are created in the partition to which you belong, unless you have the PlatformAdminRole role, which allows you to see all scheduled runs across all partitions.

The schedule management pages are:

- Schedule Definitions - On this page you can view all schedule definitions and edit them by clicking the schedule name in the list.
- View Scheduled Runs - On this page you can view queued and completed runs of every schedule, cancel a queued run, or delete a run.

To view the schedule management pages for a single flowchart, select **View when Scheduled** from the flowchart's **Run** menu.

Scheduled items in the list are links that take you directly to the flowchart.

Scheduler management window reference

This section describes in detail the information on the scheduler management windows you access by selecting **Settings > Scheduled Tasks** or by selecting **View when Scheduled** from a flowchart's **Run** menu.

Scheduled Runs

Field	Description
Schedule Name	The schedule of which the run is an instance.
Scheduled Item	The name of the object to be run.
Item Type	The type of object to be run.
Start	Start time of the run.
Last Updated	The date and time of the most recent status update from the running flowchart or mailing process.
Run State	State of the run as defined in the Scheduler, as follows. <ul style="list-style-type: none"> Scheduled - The run has not begun. Queued - The Scheduler has started the run, but the IBM Unica Marketing product has not begun executing the scheduled run due to throttling constraints. Running - The run has started. Completed - The run has completed and has returned a status of Failed or Succeeded. Canceled - A user has canceled a run by clicking Mark as Cancelled on the Scheduled Runs page. If the run was queued when the user marked it as canceled, it does not execute. If the run was executing, it is marked as canceled, but this action does not stop the run.
Status	Status of the object's run as defined by the product. If the run sends a status of Cancelled, and the run is later started again and sends any other status to the scheduler, the status is updated in this field.
Details	Information about the run as provided by the product. For example, for a flowchart run, details include the flowchart name and ID, the error if the run fails, and the elapsed time if the run succeeds.

Schedule Definitions

Field	Definitions
Schedule Name	The name specified for the schedule by its creator.
Scheduled Item	The name of the object to be run.
Item Type	The type of object to be run.
Created By	Login of the user who created the schedule.
Start Trigger	The string that, if received by this schedule, initiates a run. This field is blank if no start trigger is specified.
End	Date and time of the last run of this schedule.
Recurrence Pattern	The descriptive name of the recurrence pattern.
On Success Trigger	The string that is sent if the product reports that a run of this schedule has completed successfully. This field is blank if no on success trigger is specified.
On Failure Trigger	The string that is sent if the product reports that a run of this schedule has failed. This field is blank if no on failure trigger is specified.

Chapter 9. Enabling single sign-on between IBM Unica Marketing and IBM Coremetrics Web Analytics

If your organization uses IBM Coremetrics Web Analytics, you can enable single sign-on between IBM Coremetrics and IBM Unica Marketing. Single sign-on allows users to navigate to IBM Coremetrics reports from within the IBM Unica Marketing user interface without being prompted to log in.

Also, if IBM Coremetrics reports are referenced in IBM Unica Marketing dashboards, single sign-on allows users to view these reports (if they have access to them in IBM Coremetrics).

Two options for enabling single sign-on between IBM Unica Marketing and IBM Coremetrics Web Analytics

You can choose between two options for enabling single sign-on.

- You can configure IBM Coremetrics to automatically create an IBM Coremetrics user account the first time an IBM Unica Marketing user navigates to IBM Coremetrics.

You might want to choose this option if you want all of your IBM Unica Marketing users to have single sign-on with IBM Coremetrics.

See “To set up single sign-on between IBM Unica Marketing and IBM Coremetrics using automatic user account creation” on page 102.

- You can configure IBM Unica Marketing user accounts for single sign-on by adding each user's existing IBM Coremetrics login name to his or her detail page in IBM Unica Marketing.

When you choose this option, users who require access to IBM Coremetrics must have an IBM Coremetrics account.

You might want to choose this option if you want a subset of your IBM Unica Marketing users to have single sign-on with IBM Coremetrics.

See “To set up single sign-on between IBM Unica Marketing and IBM Coremetrics using manual user account creation” on page 103 for details.

Permissions in IBM Coremetrics for single sign-on users

When the automatic account creation option is **not** selected in IBM Coremetrics, single sign-on users have the permissions in IBM Coremetrics that they would have if they log in to IBM Coremetrics directly.

When the automatic account creation option is selected in IBM Coremetrics, single sign-on users have permissions in IBM Coremetrics as follows.

- By default, users have the permissions granted to the IBM Coremetrics group the administrator has configured for all automatically created users.
Administrators can modify the permissions associated with this group.
- In addition, the administrator can override automatic account creation for users who already have a IBM Coremetrics account. If the override is in place for a user, that user has the permissions he or she would have when he or she logs in to IBM Coremetrics directly.

See “To set up single sign-on between IBM Unica Marketing and IBM Coremetrics using automatic user account creation” on page 102 for details.

Server clock coordination

The clock on the server on which the Marketing Platform is deployed must match the time on the IBM Coremetrics server clock. For single sign-on, the IBM Coremetrics server allows for up to 15 minutes of difference (900 seconds) between server clock times.

As a best practice, you should synchronize server clocks. To ensure synchronization, you should use the Network Time Protocol (NTP).

If you cannot synchronize your server clock, and there might be at least 15 minutes of difference between the clocks, you can set the **Clock skew adjustment (seconds)** configuration property under the Coremetrics category in Marketing Platform to a number that reflects the difference between the clocks.

To set up single sign-on between IBM Unica Marketing and IBM Coremetrics using automatic user account creation

1. Determine the IBM Coremetrics Client ID you want to use for single sign-on between IBM Unica Marketing and IBM Coremetrics.
Make a note of the Client ID, as you will need it in a later step.
2. Log in to IBM Coremetrics as an Admin user with access to the Client ID you selected in the previous step, click the Admin link, and navigate to the Global User Authentication page.
 - In the **IBM Enterprise Marketing Management Shared Secret** field, enter a string that conforms to the rules stated in the instructions next to the field.
Make a note of this string, as you will need it in a later step.
 - Under Automatic User Account Creation, click **Enabled**.
 - Select a user group to which you want all automatically created users to belong.
This group should have at least the following Web Analytics permissions.
 - Dashboards > View Standard Dashboards
 - Reports > Site Metrics
 - Reports > Insights
3. Log in to IBM Unica Marketing as an Admin user and navigate to the **Settings > Users** page.
4. Select or create a user and configure a data source for this user as follows.
 - **Data Source** - Enter a name.
 - **Data Source Login** - Enter the Client ID you noted in step 1.
 - **Data Source Password** - Enter the Shared Secret you noted in step 2.

If you have multiple partitions, you must perform this task in every partition where you have users who should have single sign-on.

Alternatively, you can use the platform_admin user account for this step. Because this user is a member of all partitions, the data source is available in all partitions.
5. In the Marketing Platform, navigate to the **Settings > User Groups** page and do the following.
 - Create a new group and add the CMUser role to that group.
 - Make each user who should have single sign-on a member of that group.

If you have multiple partitions, you must perform this task in every partition where you have users who should have single sign-on.

6. In the Marketing Platform, navigate to the **Settings > Configuration** page and set configuration properties as follows.

Property	Value
Coremetrics Enable Coremetrics Analytics	True
Coremetrics Integration partitions partition[n] Platform user for Coremetrics account	Enter the login name for the Marketing Platform user account that you used in step 4.
Coremetrics Integration partitions partition[n] Datasource for Coremetrics account	Enter the name of the data source you created in step 4.

If you have multiple partitions, you must use the **Coremetrics | Integration | partitions | partitionTemplate** to create a set of configuration properties for every partition where you have users who should have single sign-on.

The name of the category you create with the template must exactly match the name of the corresponding Campaign partition.

7. For any user for whom you want to override automatic account creation, do the following.
 - In the Marketing Platform, navigate to the **Settings > Users** page.
 - Enter the user's IBM Coremetrics login name in the **Coremetrics Username** field on the user's detail page.

This works only for users who already have an IBM Coremetrics account.

Note: If an account does not exist in IBM Coremetrics with this login name, an account will be created for this user with the name you enter here, rather than with the user's Marketing Platform login name.

8. Perform the procedure described in “To configure your web application server for single sign-on between IBM Coremetrics and IBM Unica Marketing” on page 104.

To set up single sign-on between IBM Unica Marketing and IBM Coremetrics using manual user account creation

1. Determine the IBM Coremetrics Client ID you want to use for single sign-on between IBM Unica Marketing and IBM Coremetrics.

Make a note of the Client ID, as you will need it in a later step.
2. Log in to IBM Coremetrics as an Admin user with access to the Client ID you selected in the previous step, click the Admin link, and navigate to the Global User Authentication page.
 - In the **IBM Enterprise Marketing Management Shared Secret** field, enter a string that conforms to the rules stated in the instructions next to the field.

Make a note of this string, as you will need it in a later step.
 - Under Automatic User Account Creation, click **Disabled**.
3. Log in to IBM Unica Marketing as an Admin user and navigate to the **Settings > Users** page.
4. Select or create a user and configure a data source for this user as follows.
 - **Data Source** - Enter a name.

- **Data Source Login** - Enter the Client ID you noted in step 1.
- **Data Source Password** - Enter the Shared Secret you noted in step 2.

If you have multiple partitions, you must perform this task in every partition where you have users who should have single sign-on.

Alternatively, you can use the `platform_admin` user account for this step. Because this user is a member of all partitions, the data source is available in all partitions.

5. In the Marketing Platform, navigate to the **Settings > User Groups** page and do the following.

- Create a new group and add the `CMUser` role to that group.
- Make each user who should have single sign-on a member of that group.

If you have multiple partitions, you must perform this task in every partition where you have users who should have single sign-on.

6. In the Marketing Platform, navigate to the **Settings > Configuration** page and set configuration properties as follows.

Property	Value
Coremetrics Enable Coremetrics Analytics	True
Coremetrics Integration partitions partition[n] Platform user for Coremetrics account	Enter the login name for the Marketing Platform user account that you used in step 4.
Coremetrics Integration partitions partition[n] Datasource for Coremetrics account	Enter the name of the data source you created in step 4.

If you have multiple partitions, you must use the **Coremetrics | Integration | partitions | partitionTemplate** to create a set of configuration properties for every partition where you have users who should have single sign-on.

The name of the category you create with the template must exactly match the name of the corresponding Campaign partition.

7. In the Marketing Platform, navigate to the **Settings > Users** page.
8. For each user for whom you want to enable single sign-on, enter that user's IBM Coremetrics login name in the **Coremetrics Username** field on the user's detail page.

Note: If a user has exactly the same login names in both IBM Unica Marketing and IBM Coremetrics, you do not have to perform this step.

9. Perform the procedure described in "To configure your web application server for single sign-on between IBM Coremetrics and IBM Unica Marketing."

To configure your web application server for single sign-on between IBM Coremetrics and IBM Unica Marketing

Perform the appropriate procedure below in the web application server where the Marketing Platform is deployed to ensure that users can view IBM Coremetrics reports in dashboards without having to log in.

WebLogic configuration for single sign-on

Edit the `setDomainEnv` script, located in the `bin` directory under your WebLogic domain directory, as follows.

Add the following to `JAVA_OPTIONS`.

```
-Dweblogic.security.SSL.ignoreHostnameVerification=true
```

WebSphere configuration for single sign-on

1. Log in to the WebSphere administrative console.
2. Expand **Security** and click **SSL certificate and key management**.
3. Under **Configuration settings**, click **Manage endpoint security configurations**.
4. Navigate to the outbound configuration for the cell and node where the Marketing Platform is deployed..
5. Under **Related Items**, click **Key stores and certificates** and click the **NodeDefaultTrustStore** key store.
6. Under **Additional Properties**, click **Signer certificates** and **Retrieve From Port**.
7. Complete fields as follows.
 - **Host name:** `welcome.coremetrics.com`
 - **Port:** `443`
 - **Alias:** `coremetrics_cert`

Chapter 10. Integrating with Windows Active Directory

The Marketing Platform can be configured to integrate with an LDAP (Lightweight Directory Access Protocol) or Windows Active Directory server.

By integrating IBM Unica Marketing with a directory server, you can maintain users and groups in one centralized location. Integration provides a flexible model for extending the enterprise authorization policies into IBM Unica Marketing applications. Integration reduces errors, support costs, and the time needed to deploy an application in production.

See the *Recommended Software Environments and Minimum System Requirements* document for a list of supported directory servers.

Active Directory integration features

Marketing Platform integration with Windows Active Directory provides the features described in this section.

Authentication with Active Directory integration

IBM Unica Marketing applications query the Marketing Platform for user authorization information. When Active Directory server integration is implemented and Windows integrated login is enabled, users are authenticated to all IBM Unica Marketing applications when they log in to the corporate network, and no password is required to log in to IBM Unica Marketing applications. User authentication is based on their Windows login, bypassing the applications' login screens.

If Windows integrated login is not enabled, users must still log in on the IBM Unica Marketing login screen, using their Windows credentials.

About internal and external users

When Windows integrated login is enabled, all users are created and maintained in the Active Directory server. (You do not have the option of creating some users in the Marketing Platform, which are known as internal users in this guide). If you require the ability to create internal users, do not enable Windows integrated login.

If you prefer not to enable Windows integrated login, follow the directions for integrating with an LDAP server. See "Configuration process checklist (LDAP integration)" on page 119 for details.

Importing users based on groups or attributes

IBM Unica Marketing imports groups and their users from the directory server database through a periodic synchronization task that automatically retrieves information from the directory server. When IBM Unica Marketing imports users and groups from the server database, group memberships are maintained.

You can assign IBM Unica Marketing privileges by mapping an Active Directory group to an IBM Unica Marketing group. This mapping allows any new users

added to the mapped Active Directory group to assume the privileges set for the corresponding IBM Unica Marketing group.

A subgroup in the Marketing Platform inherits the roles, but not the LDAP mappings or user memberships, assigned to its parents.

If you do not want to create groups in your Active Directory server that are specific to IBM Unica Marketing products, you have the option to control the users who are imported by specifying attributes. To achieve this, you would do the following during the LDAP configuration process.

1. Determine the string used in your Active Directory server for the attributes on which you want to filter.
2. Set the **LDAP user reference attribute name** property to DN.
This indicates to the Marketing Platform that the synchronization is not based on a group with member references but is based on an Org Unit or an Org.
3. When you configure the **LDAP reference map** property, set the Filter portion of the value to the attribute on which you want to search. For the Filter, use the string you determined in step 1.

In the remainder of this chapter, where appropriate, instructions are provided for attribute based synchronization.

You must choose between group based synchronization or attribute based synchronization; both methods are not supported simultaneously.

When you use attribute based synchronization, the periodic synchronization is always a full synchronization, instead of a partial synchronization, which is done for group based synchronization. For attribute based synchronization, you should set the **LDAP sync interval** property to a high value, or set it to 0 to turn off automatic synchronization and rely on manual full synchronization when users are added to the directory.

About LDAP and partitions

In multi-partition environments, user partition membership is determined by the group to which the user belongs, when that group is assigned to a partition. A user can belong to only one partition. Therefore, if a user is a member of more than one LDAP group, and these groups are mapped to IBM Unica Marketing groups that are assigned to different partitions, the system must choose a single partition for that user.

You should try to avoid this situation. However, if it occurs, the partition of the IBM Unica Marketing group most recently mapped to an LDAP group is the one that the user belongs to. To determine which LDAP group was most recently mapped, look at the LDAP group mappings displayed in the Configuration area. They are displayed in chronological order, with the most recent mapping listed last.

Synchronization

When IBM Unica Marketing is configured to integrate with an Active Directory server, users and groups are synchronized automatically at pre-defined intervals. During these automatic synchronizations, only those users and groups (specified by the configuration) that were created or changed since the last synchronization are brought into IBM Unica Marketing. You can force a synchronization of all users

and groups by using the Synchronize function in the Users area of IBM Unica Marketing.

Active Directory integration prerequisites

To take advantage of the Windows Active Directory integration features, IBM Unica Marketing applications must be installed on a supported operating system.

In addition, to implement Windows integrated login, users accessing IBM Unica Marketing applications must:

- Use a system running a supported Windows operating system.
- Use a supported browser. If Windows integrated login is enabled, the browser must support NTLM authorization.
- Log in as a member of the Windows Active Directory domain against which IBM Unica Marketing is authenticating.

How to integrate IBM Unica Marketing with Windows Active Directory

Topics in this section describe how to integrate IBM Unica Marketing with Windows Active Directory.

Configuration process checklist (Active Directory integration)

Integrating IBM Unica Marketing with Windows Active Directory is a multi-step process. The following procedure provides an overview of the process, which is described in detail elsewhere in this guide.

1. “Obtain required information” on page 110

Obtain information about your Windows Active Directory server, which is needed for integration with IBM Unica Marketing.

2. “Plan group membership and mapping” on page 111

If you are using group based synchronization, identify or create the groups in the Marketing Platform to which you will map your Active Directory groups.

3. “Store directory server credentials in the Marketing Platform” on page 111

If your directory server does not allow anonymous access (the most common configuration), configure an IBM Unica Marketing user account to hold a directory server administrator user name and password.

4. “Configure integration in IBM Unica Marketing” on page 112

Configure the Marketing Platform for integration by setting values on the Configuration page.

5. “Test synchronization” on page 114

Verify that users are imported as expected, and if you are using group based synchronization, verify that users and groups are synchronizing properly.

6. “Set up an Active Directory user with PlatformAdminRole permissions” on page 114

Set up administrator access to the Marketing Platform, required when Windows integrated login is enabled.

7. “Set security mode to Windows Integrated Login” on page 115

Set the security mode values on the Configuration page.

8. “Assign roles to mapped groups” on page 115

If you are using group based synchronization, implement your planned group application access.

9. “Restart the web application server” on page 115
This step is required to ensure that all of your changes are applied.
10. “Test login as an Active Directory user” on page 115
Verify that you can log in to IBM Unica Marketing as an Active Directory user.

Obtain required information

Obtain the following information about the directory server with which you want to integrate.

- Identify a user who has search permissions on the directory server, and gather the following information about the user.
 - login name
 - password
 - Distinguished Name (DN). For additional information , see “About Distinguished Names” on page 111.
- Obtain the following for the directory server.
 - Fully qualified host name or IP address
 - The port on which server listens
- Determine the string that your directory server uses for the user attribute in the Group object. Typically, this value is `uniquemember` in LDAP servers and `member` in Windows Active Directory servers. You should verify this on your directory server.
- Obtain the following required user attributes.
 - Determine the string that your directory server uses for the user login attribute. This string is always required. Typically, this value is `uid` in LDAP servers and `sAMAccountName` in Windows Active Directory servers. Verify this string on your directory server.
 - Determine the string that your directory server uses for the alternate login attribute, which is required only when Campaign is installed in a UNIX environment.
- If you are using attribute based synchronization, obtain the strings used for the attributes (one or more) that you want to use for this purpose.
- If you want the Marketing Platform to import additional (optional) user attributes stored in your directory server, determine the strings that your directory server uses for the following.
 - First name
 - Last name
 - User title
 - Department
 - Company
 - Country
 - User email
 - Address 1
 - Work phone
 - Mobile phone
 - Home phone

About Distinguished Names

To enable directory server integration in IBM Unica Marketing, you must determine the distinguished name (DN) for a user and for groups. Directory server DNs are the complete path through the hierarchical tree structure to a specific object. DNs are made up of these components:

- Organizational Unit (OU). This attribute is used to divide a namespace based on organizational structure. An OU is usually associated with a user-created directory server container or folder.
- Common Name (CN). This attribute represents the object itself within the directory service.
- Domain Component (DC). A distinguished name that uses DC attributes has one DC for every domain level below root. In other words, there is a DC attribute for every item separated by a dot in the domain name.

Use your directory server's Administration console to determine an object's Distinguished Name.

Plan group membership and mapping

This information applies only when you are using group based synchronization (not attribute based synchronization).

When you plan how to map your directory server groups to Marketing Platform groups, use the following guidelines.

- Identify or create the directory server groups whose members you want to import into the Marketing Platform. When these groups are mapped to Marketing Platform groups, members of these groups are automatically created as IBM Unica Marketing users.
Members of your directory server's subgroups are not imported automatically. To import users from subgroups, you must map the subgroups to Marketing Platform groups or subgroups.
You must map only static directory server groups; dynamic or virtual groups are not supported.
- Identify or create the groups in the Marketing Platform to which you will map directory server groups.

Store directory server credentials in the Marketing Platform

If your directory server does not allow anonymous access, you must configure an IBM Unica Marketing user account to hold a directory user name and password, as described in the following procedure.

1. Log in to IBM Unica Marketing as a user with Admin access.
2. Select or create an IBM Unica Marketing user account to hold the directory server credentials of an LDAP user with read access over all of the user and group information in the LDAP server. Follow these guidelines.
 - In a later step, you will set the value of the Unica user for LDAP credentials configuration property to the user name for this IBM Unica Marketing user account. The default value of this property is `asm_admin`, a user that exists in every new Marketing Platform installation. You can use the `asm_admin` account to hold the directory server credentials.

- The user name of this IBM Unica Marketing user account must not match the user name of any directory server user.
3. Add a data source for this IBM Unica Marketing user account, following these guidelines.

Field	Guideline
Data Source Name	You can enter any name, but note that in a later step, the value of the Data source for LDAP credentials property must match this data source name. Name your data source LDAPServer to match this default value.
Data Source Login	Enter the Distinguished Name (DN) of the administrative user with read access over all of the directory server user and group information that will be synchronized with IBM Unica Marketing. The DN resembles the following: uidcn=user1,ou=someGroup,dc=systemName,dc=com
Data Source Password	Enter the password of the administrative user with search permission on the directory server.

Configure integration in IBM Unica Marketing

Edit the directory server configuration properties on the Configuration page, using the information you gathered in “Obtain required information” on page 110.

You must perform all of the following procedures.

To set connection properties

1. Click **Settings > Configuration** and navigate to the **Unica | Platform | Security | Login method details | LDAP** category.
2. Set values of the following configuration properties.
See each property's context help for information about how to set the values.
 - LDAP server host name
 - LDAP server port
 - User search filter
 - Use credentials stored in Unica
 - Unica user for LDAP credentials
 - Data source for LDAP credentials
 - Base DN
 - Require SSL for LDAP connection

To set LDAP synchronization properties

1. Click **Settings > Configuration** and navigate to the **Unica | Platform | Security | LDAP Synchronization** category.
2. Set values of the following configuration properties in the **LDAP properties** section.
See each property's context help for information about how to set the values.
 - LDAP sync enabled
 - LDAP sync interval
 - LDAP sync delay
 - LDAP sync timeout

- LDAP sync scope
- LDAP provider URL
- Require SSL for LDAP connection
- LDAP config Unica group delimiter
- LDAP reference config delimiter
- Unica user for LDAP credentials
- Data source for LDAP credentials
- LDAP user reference attribute name

To set user attributes map properties

1. Click **Settings > Configuration** and navigate to the **Unica | Platform | Security | LDAP Synchronization** category.
2. Set values in the **User attributes map** section to map the listed IBM Unica Marketing user attributes to the user attributes in your directory server.
If you are using group based synchronization, the only property you are required to map is User login. Typically, this value is uid in LDAP servers and sAMAccountName in Windows Active Directory servers. Use the value you verified in the earlier step, "Obtain required information."

If you are using attribute based synchronization, map the attributes on which you want to search.

Note the following.

- The properties that you map here are replaced for the imported users each time the Marketing Platform synchronizes with your directory server.
- The Marketing Platform requires that email addresses conform to the definition stated in RFC 821. If the email addresses on your directory server do not conform to this standard, do not map them as attributes to be imported.
- If your directory server database allows an attribute to have more characters than is allowed in the Marketing Platform system tables, as shown in the following table, the attribute value is truncated to fit.

Attribute	Allowed length
User login (required)	256
First name	128
Last name	128
User title	128
Department	128
Company	128
Country	128
User email	128
Address 1	128
Work phone	20
Mobile phone	20
Home phone	20
Alternate login (required on UNIX)	256

To map LDAP groups to IBM Unica groups

Users who belong to the directory server groups you map here are imported and made members of the Marketing Platform group or groups specified here.

Note: Do not map any of the groups that have the `asm_admin` user as a member.

1. Click **Settings > Configuration** and navigate to the **Unica | Platform | Security | Login method details | LDAP Synchronization | LDAP reference to Unica group map** category.
2. For each directory server group you want to map to a Marketing Platform group, create an **LDAP reference to Unica group** category by selecting the (*LDAP reference to Unica group map*) template. Set the following properties.
 - New category name
 - LDAP reference map
 - Unica group

For example, the following values map the LDAP `UnicaUsers` group to the Marketing Platform `amUsers` and `campaignUsers` groups (`FILTER` is omitted).

- LDAP reference: `cn=UnicaUsers,cn=Users,dc=myCompany,dc=com`
- Unica group: `amUsers;campaignUsers`

Test synchronization

Test your configuration by logging in to IBM Unica Marketing as an IBM Unica Marketing user (not a directory server user), forcing synchronization, and checking the following.

- - Verify that users are imported as expected
- - If you are using group based synchronization, verify that Marketing Platform group memberships match the expected mapping to directory server groups.

To force synchronization of external users

1. Log in to IBM Unica Marketing and click **Settings > Users**.
2. Click **Synchronize**.

Users and groups are synchronized.

Set up an Active Directory user with PlatformAdminRole permissions

When Windows integrated login is enabled, you can not log in to IBM Unica Marketing as `platform_admin`, so you must perform the following procedure in order to have administrator access to the Marketing Platform.

1. Log in to IBM Unica Marketing as an internal user (a user created in the Marketing Platform rather than a user imported from Active Directory). This must be a user with `PlatformAdminRole` permissions in the Marketing Platform.
2. Create a Marketing Platform group and assign the `PlatformAdminRole` role to it.
3. Ensure that at least one Windows Active Directory user is a member of this group.

Set security mode to Windows Integrated Login

Set security mode properties as described in the following procedure. This allows Active Directory users to access IBM Unica Marketing applications based on their Windows login, bypassing the IBM Unica Marketing login screen.

1. Click **Settings > Configuration** and, navigate to **Unica | Platform | Security**.
2. Set the value of the Login method property to Windows Integrated Login.
3. Navigate to **Unica | Platform | Security | Login method details | Windows integrated login** and set the values of the following properties.
 - Domain
 - Client Timeout
 - Cache Policy
 - Domain Controller
 - IP of the WINS server
 - Strip Domain
 - Retry on Authentication Failure

Assign roles to mapped groups

If you are using group based synchronization, log in to IBM Unica Marketing and assign roles to mapped groups as planned.

Restart the web application server

Restart the web application server to ensure that all of your configuration changes are applied.

Configure browsers

Perform this task in every instance of Internet Explorer that is used to access IBM Unica Marketing. This is required with Windows integrated login, to prevent users from being presented with the IBM Unica Marketing login screen.

In Internet Explorer, configure Internet Options as follows.

- Select **Tools > Internet Options**.
- On the Security tab, click **Custom Level**.
- In the **User Authentication** section, select **Automatic logon with current user name and password**.

See the following links for additional information that can help you to troubleshoot browser-related login problems with Windows integrated login.

- <http://support.microsoft.com/default.aspx?scid=kb;en-us;Q258063>
- <http://support.microsoft.com/default.aspx?scid=kb;en-us;Q174360>
- <http://support.microsoft.com/default.aspx?scid=kb;en-us;Q303650>

Test login as an Active Directory user

1. Log in to Windows as an Active Directory user who is a member of an Active Directory group mapped to a Marketing Platform group that has been assigned a role in the Marketing Platform.
2. Point your browser to the IBM Unica Marketing URL.

You should not see the IBM Unica Marketing login screen, and you should be allowed to access the IBM Unica Marketing user interface. If you cannot log in, see “The restoreAccess utility” on page 196.

Chapter 11. Integrating with an LDAP server

The Marketing Platform can be configured to integrate with an LDAP (Lightweight Directory Access Protocol) or Windows Active Directory server.

By integrating IBM Unica Marketing with a directory server, you can maintain users and groups in one centralized location. Integration provides a flexible model for extending the enterprise authorization policies into IBM Unica Marketing applications. Integration reduces errors, support costs, and the time needed to deploy an application in production.

See the *Recommended Software Environments and Minimum System Requirements* document for a list of supported directory servers.

LDAP integration features

IBM Unica Marketing integration with LDAP provides the features described in this section.

Authentication with LDAP integration

IBM Unica Marketing applications query the Marketing Platform for user authorization information. When LDAP integration is implemented, users enter their valid LDAP user name and password for authentication to IBM Unica Marketing applications.

Importing users based on groups or attributes

The Marketing Platform imports groups and their users from the directory server database through a periodic synchronization task that automatically retrieves information from the directory server. When Marketing Platform imports users and groups from the server database, group memberships are maintained.

You can assign IBM Unica Marketing privileges by mapping an LDAP group to an IBM Unica Marketing group. This mapping allows any new users added to the mapped LDAP group to assume the privileges set for the corresponding IBM Unica Marketing group.

A subgroup inherits the roles, but not the LDAP mappings or user membership, assigned to its parents.

If you do not want to create groups in your LDAP server that are specific to IBM Unica Marketing products, you have the option to control the users who are imported by specifying attributes. To achieve this, you would do the following during the LDAP configuration process.

1. Determine the string used in your LDAP/Active Directory server for the attributes on which you want to filter.
2. Set the **LDAP user reference attribute name** property to DN.

This indicates to the Marketing Platform that the synchronization is not based on a group with member references but is based on an Org Unit or an Org.

3. When you configure the **LDAP reference map** property, set the Filter portion of the value to the attribute on which you want to search. For the Filter, use the string you determined in step 1.

In the remainder of this chapter, where appropriate, instructions are provided for attribute based synchronization.

You must choose between group based synchronization or attribute based synchronization; both methods are not supported simultaneously.

When you use attribute based synchronization, the periodic synchronization is always a full synchronization, instead of a partial synchronization, which is done for group based synchronization. For attribute based synchronization, you should set the **LDAP sync interval** property to a high value, or set it to 0 to turn off automatic synchronization and rely on manual full synchronization when users are added to the directory.

About LDAP and partitions

In multi-partition environments, user partition membership is determined by the group to which the user belongs, when that group is assigned to a partition. A user can belong to only one partition. Therefore, if a user is a member of more than one LDAP group, and these groups are mapped to IBM Unica Marketing groups that are assigned to different partitions, the system must choose a single partition for that user.

You should try to avoid this situation. However, if it occurs, the partition of the IBM Unica Marketing group most recently mapped to an LDAP group is the one that the user belongs to. To determine which LDAP group was most recently mapped, look at the LDAP group mappings displayed in the Configuration area. They are displayed in chronological order, with the most recent mapping listed last.

Support for internal and external users

IBM Unica Marketing supports two types of user accounts and groups.

- **Internal** – User accounts and groups that are created within IBM Unica Marketing using the IBM Unica Marketing security user interface. These users are authenticated through Marketing Platform.
- **External** – User accounts and groups that are imported into IBM Unica Marketing through synchronization with a supported LDAP server. This synchronization occurs only if IBM Unica Marketing has been configured to integrate with the LDAP server. These users are authenticated through the LDAP server.

You may want to have both types of users and groups if, for example, you want to give your customers access to IBM Unica Marketing applications without adding them to your LDAP server as full corporate users.

Using this hybrid authentication model requires more maintenance than a pure LDAP authentication model does.

Synchronization

When IBM Unica Marketing is configured to integrate with an LDAP server, users and groups are synchronized automatically at pre-defined intervals.

During these automatic synchronizations, only those users and groups (specified by the configuration) that were created or changed since the last synchronization are brought into IBM Unica Marketing. You can force a synchronization of all users and groups by using the Synchronize function in the Users area of IBM Unica Marketing.

LDAP integration prerequisites

In order to take advantage of the LDAP integration features, IBM Unica Marketing applications must be installed on a supported operating system.

How to integrate IBM Unica Marketing with an LDAP server

Topics in this section describe how to integrate IBM Unica Marketing with an LDAP server.

Configuration process checklist (LDAP integration)

Integrating IBM Unica Marketing with LDAP is a multi-step process. The following procedure provides an overview of the process, which is described in detail elsewhere in this guide.

1. “Obtain required information” on page 110
Obtain information about your LDAP server, which is needed for integration with IBM Unica Marketing.
2. “Plan group membership and mapping” on page 111
If you are using group based synchronization, identify or create the groups in the Marketing Platform to which you will map your LDAP groups.
3. “Store directory server credentials in the Marketing Platform” on page 111
If your directory server does not allow anonymous access (the most common configuration), configure an IBM Unica Marketing user account to hold a directory server administrator user name and password.
4. “Configure integration in IBM Unica Marketing” on page 112
Configure the Marketing Platform for integration by setting values on the Configuration page.
5. “Test synchronization” on page 114
Verify that users are imported as expected, and if you are using group based synchronization, verify that users and groups are synchronizing properly.
6. “Set security mode to LDAP” on page 124
Set the security mode values in the Configuration page.
7. “Assign roles to mapped groups” on page 115
If you are using group based synchronization, implement your planned group application access.
8. “Restart the web application server” on page 115
This step is required to ensure that all of your changes are applied.
9. “Test login as an LDAP user” on page 125
Verify that you can log in to IBM Unica Marketing as an LDAP user.

Obtain required information

Obtain the following information about the directory server with which you want to integrate.

- Identify a user who has search permissions on the directory server, and gather the following information about the user.
 - login name
 - password
 - Distinguished Name (DN). For additional information , see “About Distinguished Names” on page 111.
- Obtain the following for the directory server.
 - Fully qualified host name or IP address
 - The port on which server listens
- Determine the string that your directory server uses for the user attribute in the Group object. Typically, this value is `uniquemember` in LDAP servers and `member` in Windows Active Directory servers. You should verify this on your directory server.
- Obtain the following required user attributes.
 - Determine the string that your directory server uses for the user login attribute. This string is always required. Typically, this value is `uid` in LDAP servers and `sAMAccountName` in Windows Active Directory servers. Verify this string on your directory server.
 - Determine the string that your directory server uses for the alternate login attribute, which is required only when Campaign is installed in a UNIX environment.
- If you are using attribute based synchronization, obtain the strings used for the attributes (one or more) that you want to use for this purpose.
- If you want the Marketing Platform to import additional (optional) user attributes stored in your directory server, determine the strings that your directory server uses for the following.
 - First name
 - Last name
 - User title
 - Department
 - Company
 - Country
 - User email
 - Address 1
 - Work phone
 - Mobile phone
 - Home phone

About Distinguished Names

To enable directory server integration in IBM Unica Marketing, you must determine the distinguished name (DN) for a user and for groups. Directory server DNs are the complete path through the hierarchical tree structure to a specific object. DNs are made up of these components:

- **Organizational Unit (OU).** This attribute is used to divide a namespace based on organizational structure. An OU is usually associated with a user-created directory server container or folder.
- **Common Name (CN).** This attribute represents the object itself within the directory service.
- **Domain Component (DC).** A distinguished name that uses DC attributes has one DC for every domain level below root. In other words, there is a DC attribute for every item separated by a dot in the domain name.

Use your directory server's Administration console to determine an object's Distinguished Name.

Plan group membership and mapping

This information applies only when you are using group based synchronization (not attribute based synchronization).

When you plan how to map your directory server groups to Marketing Platform groups, use the following guidelines.

- Identify or create the directory server groups whose members you want to import into the Marketing Platform. When these groups are mapped to Marketing Platform groups, members of these groups are automatically created as IBM Unica Marketing users.
Members of your directory server's subgroups are not imported automatically. To import users from subgroups, you must map the subgroups to Marketing Platform groups or subgroups.
You must map only static directory server groups; dynamic or virtual groups are not supported.
- Identify or create the groups in the Marketing Platform to which you will map directory server groups.

Store directory server credentials in the Marketing Platform

If your directory server does not allow anonymous access, you must configure an IBM Unica Marketing user account to hold a directory user name and password, as described in the following procedure.

1. Log in to IBM Unica Marketing as a user with Admin access.
2. Select or create an IBM Unica Marketing user account to hold the directory server credentials of an LDAP user with read access over all of the user and group information in the LDAP server. Follow these guidelines.
 - In a later step, you will set the value of the Unica user for LDAP credentials configuration property to the user name for this IBM Unica Marketing user account. The default value of this property is `asm_admin`, a user that exists in every new Marketing Platform installation. You can use the `asm_admin` account to hold the directory server credentials.
 - The user name of this IBM Unica Marketing user account must not match the user name of any directory server user.
3. Add a data source for this IBM Unica Marketing user account, following these guidelines.

Field	Guideline
Data Source Name	You can enter any name, but note that in a later step, the value of the Data source for LDAP credentials property must match this data source name. Name your data source LDAPServer to match this default value.
Data Source Login	Enter the Distinguished Name (DN) of the administrative user with read access over all of the directory server user and group information that will be synchronized with IBM Unica Marketing. The DN resembles the following: uidcn=user1,ou=someGroup,dc=systemName,dc=com
Data Source Password	Enter the password of the administrative user with search permission on the directory server.

Configure integration in IBM Unica Marketing

Edit the directory server configuration properties on the Configuration page, using the information you gathered in “Obtain required information” on page 110.

You must perform all of the following procedures.

To set connection properties

1. Click **Settings > Configuration** and navigate to the **Unica | Platform | Security | Login method details | LDAP** category.
2. Set values of the following configuration properties.
See each property's context help for information about how to set the values.
 - LDAP server host name
 - LDAP server port
 - User search filter
 - Use credentials stored in Unica
 - Unica user for LDAP credentials
 - Data source for LDAP credentials
 - Base DN
 - Require SSL for LDAP connection

To set LDAP synchronization properties

1. Click **Settings > Configuration** and navigate to the **Unica | Platform | Security | LDAP Synchronization** category.
2. Set values of the following configuration properties in the **LDAP properties** section.
See each property's context help for information about how to set the values.
 - LDAP sync enabled
 - LDAP sync interval
 - LDAP sync delay
 - LDAP sync timeout
 - LDAP sync scope
 - LDAP provider URL
 - Require SSL for LDAP connection
 - LDAP config Unica group delimiter

- LDAP reference config delimiter
- Unica user for LDAP credentials
- Data source for LDAP credentials
- LDAP user reference attribute name

To set user attributes map properties

1. Click **Settings > Configuration** and navigate to the **Unica | Platform | Security | LDAP Synchronization** category.
2. Set values in the **User attributes map** section to map the listed IBM Unica Marketing user attributes to the user attributes in your directory server.
If you are using group based synchronization, the only property you are required to map is User login. Typically, this value is uid in LDAP servers and sAMAccountName in Windows Active Directory servers. Use the value you verified in the earlier step, "Obtain required information."
If you are using attribute based synchronization, map the attributes on which you want to search.

Note the following.

- The properties that you map here are replaced for the imported users each time the Marketing Platform synchronizes with your directory server.
- The Marketing Platform requires that email addresses conform to the definition stated in RFC 821. If the email addresses on your directory server do not conform to this standard, do not map them as attributes to be imported.
- If your directory server database allows an attribute to have more characters than is allowed in the Marketing Platform system tables, as shown in the following table, the attribute value is truncated to fit.

Attribute	Allowed length
User login (required)	256
First name	128
Last name	128
User title	128
Department	128
Company	128
Country	128
User email	128
Address 1	128
Work phone	20
Mobile phone	20
Home phone	20
Alternate login (required on UNIX)	256

To map LDAP groups to IBM Unica groups

Users who belong to the directory server groups you map here are imported and made members of the Marketing Platform group or groups specified here.

Note: Do not map any of the groups that have the asm_admin user as a member.

1. Click **Settings > Configuration** and navigate to the **Unica | Platform | Security | Login method details | LDAP Synchronization | LDAP reference to Unica group map** category.
2. For each directory server group you want to map to a Marketing Platform group, create an **LDAP reference to Unica group** category by selecting the (*LDAP reference to Unica group map*) template. Set the following properties.
 - New category name
 - LDAP reference map
 - Unica group

For example, the following values map the LDAP UnicaUsers group to the Marketing PlatformamUsers and campaignUsers groups (FILTER is omitted).

 - LDAP reference: cn=UnicaUsers,cn=Users, dc=myCompany,dc=com
 - Unica group: amUsers;campaignUsers

Test synchronization

Test your configuration by logging in to IBM Unica Marketing as an IBM Unica Marketing user (not a directory server user), forcing synchronization, and checking the following.

- Verify that users are imported as expected
- If you are using group based synchronization, verify that Marketing Platform group memberships match the expected mapping to directory server groups.

To force synchronization of external users

1. Log in to IBM Unica Marketing and click **Settings > Users**.
2. Click **Synchronize**.
Users and groups are synchronized.

Set security mode to LDAP

Set security mode properties as described in the following procedure. This allows LDAP users to log in to IBM Unica Marketing applications.

1. Log in to IBM Unica Marketing, click **Settings > Configuration**, and navigate to **Unica | Platform | security**.
2. Set the value of the Login method property to LDAP.

Assign roles to mapped groups

If you are using group based synchronization, log in to IBM Unica Marketing and assign roles to mapped groups as planned.

Restart the web application server

Restart the web application server to ensure that all of your configuration changes are applied.

Test login as an LDAP user

Test your configuration by logging in to IBM Unica Marketing as an LDAP user who is a member of an LDAP group mapped to a Marketing Platform group that has been assigned access to Marketing Platform.

Chapter 12. Integrating with Web Access Control Platforms

Organizations use web access control platforms to consolidate their security systems, which provide a portal that regulates user access to web sites. This section provides an overview of IBM Unica Marketing integration with web access control platforms.

Authentication

When users access an application through a web access control portal, their authentication is managed through the web access control system. Web access control users who are also members of an LDAP group that is synchronized with IBM Unica Marketing are authenticated to all IBM Unica Marketing applications when they log in to the web access control system. These users do not see the IBM Unica Marketing application login screens.

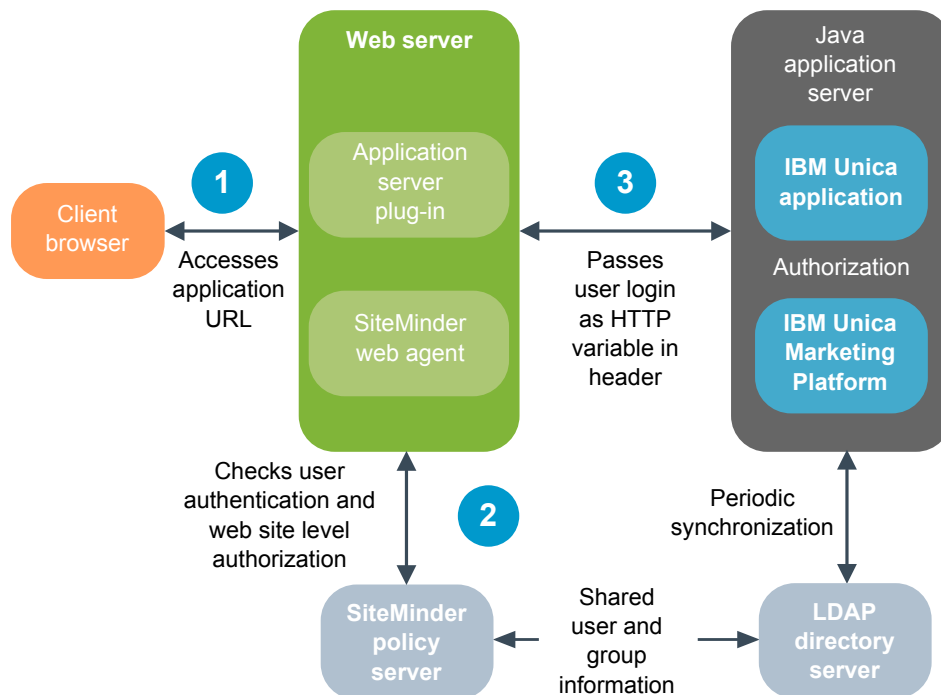
Authorization

IBM Unica Marketing applications query the Marketing Platform for user authorization information. The Marketing Platform imports groups and their users from the LDAP database through a periodic synchronization task that automatically retrieves information from the LDAP server. When the Marketing Platform imports users and groups from the LDAP database, group memberships are maintained. These LDAP users are also exposed to the web access control system, so the web access control system and IBM Unica Marketing are referencing a consistent set of users.

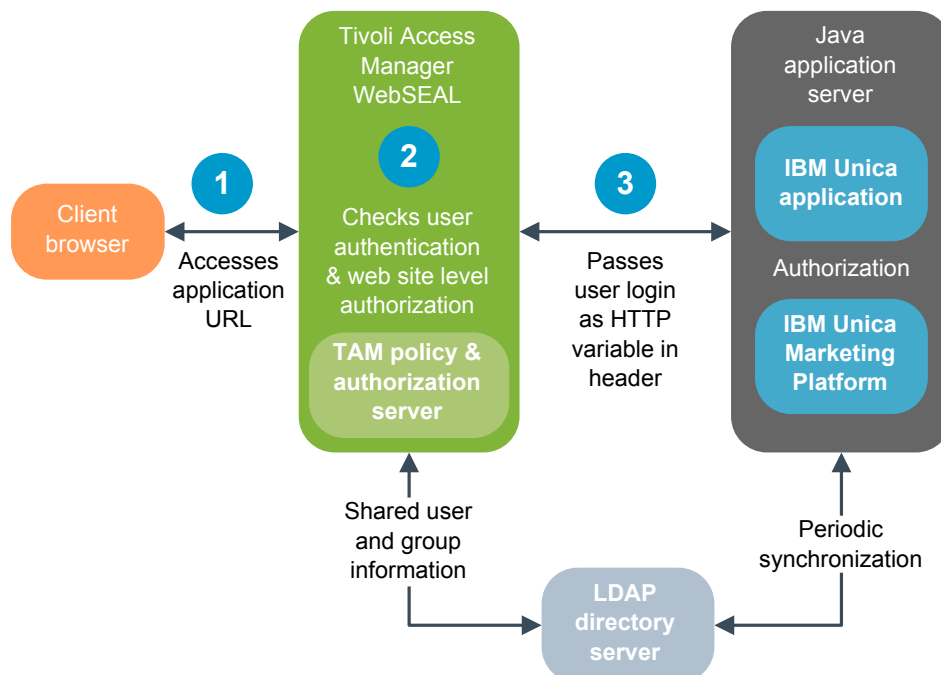
Additional authorization controls, including control over the application URLs to which users have access, are also available through most web access control systems.

Web access control integration diagrams

The following figure illustrates how IBM Unica Marketing works with SiteMinder and an LDAP directory server to authenticate and authorize users.



The following figure illustrates how IBM Unica Marketing works with Tivoli Access Manager and an LDAP directory server to authenticate and authorize users.



SiteMinder integration prerequisites

The following prerequisites must be met to integrate IBM Unica Marketing with Netegrity SiteMinder.

- SiteMinder must be configured to use a web agent and a policy server.

- SiteMinder must be configured to pass the login name as an HTTP variable in the URL request to the IBM Unica Marketing application, and the IBM Unica MarketingWeb access control header variable property must be set to the name of this variable (by default, `sm_user`).
- The SiteMinder policy server must be configured to use LDAP as its repository for storing group members, and user properties.
- The IBM Unica Marketing application URLs provided by the web server hosting SiteMinder and the Java application server hosting the IBM Unica Marketing application must refer to the same path.
- The web server hosting SiteMinder must be configured to redirect requests to the IBM Unica Marketing application URL on the Java application server.
- All users who need to access IBM Unica Marketing applications must be granted access in SiteMinder to the IBM Unica Marketing web applications for HTTP GET and POST requests through SiteMinder.

See the remainder of this section for settings required to enable specific features or to support certain IBM Unica products.

Enabling single logouts

To enable a logout of SiteMinder when a user logs out of an IBM Unica Marketing application, configure SiteMinder as follows.

1. Log in to the **Administer Policy Server** area of SiteMinder and set the `logoffUri` property to the URL of the IBM Unica Marketing logout page. For example: `/sm_realm/unica/j_spring_security_logout` where `sm_realm` is the SiteMinder security realm.
2. Unprotect the IBM Unica Marketing logout page, to ensure that SiteMinder does not force the user to sign in again to view the logout page.

Enabling the IBM Unica Scheduler

If you plan to use the IBM Unica Scheduler, you must configure SiteMinder as follows.

1. Log in to the **Administer Policy Server** area of SiteMinder and click **Domains**.
2. Select the realm that applies to your IBM Unica installations, right-click **unprotecturl**, and select **Properties of Realm**.
3. In the **Resource Filter** text box, enter `/unica/servlet/SchedulerAPIServlet`.
4. Under **Default Resource Protection**, select **Unprotected**.

Configuring settings for IBM Unica Optimize

If you plan to schedule IBM Unica Optimize sessions, you must configure SiteMinder as follows.

1. Log in to the **Administer Policy Server** area of SiteMinder and click **Domains**.
2. Select the realm that applies to your IBM Unica installations, right-click **unprotecturl**, and select **Properties of Realm**.
3. In the **Resource Filter** text box, enter `/Campaign/optimize/ext_runOptimizeSession.do`.
4. Under **Default Resource Protection**, select **Unprotected**.
5. Repeat the previous two steps, entering the following strings in the **Resource Filter** text box.
 - `/Campaign/optimize/ext_optimizeSessionProgress.do`

- /Campaign/optimize/ext_doLogout.do

Configuring settings for Marketing Operations

If you plan to use Marketing Operations, you must configure SiteMinder as follows.

1. Log in to the **Administer Policy Server** area of SiteMinder and click **Domains**.
2. Select the realm that applies to your IBM Unica installations, right-click **unprotecturl**, and select **Properties of Realm**.
3. In the **Resource Filter** text box, enter /plan/errorPage.jsp.
4. Under **Default Resource Protection**, select **Unprotected**.
5. Repeat the previous two steps, entering the following strings in the **Resource Filter** text box.
 - /plan/errorPage.jsp
 - /plan/alertsService
 - /plan/services
 - /plan/invalid_user.jsp
 - /plan/js/js_messages.jsp
 - /plan/js/format_symbols.jsp
 - /unica/servlet/AJAXProxy

Tivoli Access Manager integration prerequisites

The following prerequisites must be met to integrate IBM Unica Marketing with IBM Tivoli Access Manager.

- The Tivoli Access Manager WebSEAL junction must be configured to pass the user name (Short, not Full DN) as the HTTP variable in the URL request to the IBM Unica Marketing application, and the IBM Unica Marketing Web access control header variable property must be set to the name of this user name variable (by default, iv-user).
- The Tivoli Access Manager policy server must be configured to use LDAP as its repository for storing group members and user attributes.
- The IBM Unica Marketing application URLs defined by a WebSEAL junction and the Java application server hosting the IBM Unica Marketing application must refer to the same path.
- All users who need to access IBM Unica Marketing applications must belong to a group added to an Access Control List (ACL) with appropriate permissions. A WebSEAL junction that points to an application server where Marketing Platform is deployed must be attached to this ACL.

Note: When users log out of an IBM Unica Marketing application, they are not automatically logged out of Tivoli Access Manager. They must close their browser after they log out of an IBM Unica Marketing application to log out of Tivoli Access Manager.

Enabling the IBM Unica Scheduler

If you plan to use the IBM Unica Scheduler, you must configure an Access Control List (ACL) policy in Tivoli as follows.

1. Use Web Portal Manager to log in to the domain as a domain administrator.

2. Click **ACL > Create ACL**, complete the **Name** and **Description** fields, and click **Apply**.
3. Click **ACL > List ACL**, and from the Manage ACLs page, click the link for your ACL policy.
4. From the ACL Properties page, click **Create**, and create two entries for your ACL, as follows.
 - For the first entry, set the entry type to **unauthenticated** and grant **Trx - Traverse, read, and execute** permissions.
 - For the second entry, set the entry type to **Any-other** and grant **Trx - Traverse, read and execute** permissions.
5. On the ACL Properties page of the ACL, on the Attach tab, attach a protected object. Use the complete Scheduler servlet path in Tivoli, starting from WebSEAL and ending in /servlet/SchedulerAPIServlet.

Configuring settings for IBM Unica Optimize

If you plan to schedule IBM Unica Optimize sessions, you must configure an Access Control List (ACL) policy in Tivoli as follows.

1. Use Web Portal Manager to log in to the domain as a domain administrator.
2. Click **ACL > Create ACL**, complete the **Name** and **Description** fields, and click **Apply**.
3. Click **ACL > List ACL**, and from the Manage ACLs page, click the link for your ACL policy.
4. From the ACL Properties page, click **Create**, and create two entries for your ACL, as follows.
 - For the first entry, set the entry type to **unauthenticated** and grant **Trx - Traverse, read, and execute** permissions.
 - For the second entry, set the entry type to **Any-other** and grant **Trx - Traverse, read, and execute** permissions.
5. On the ACL Properties page of the ACL, on the Attach tab, attach the following as protected objects.
 - /Campaign/optimize/ext_runOptimizeSession.do
 - /Campaign/optimize/ext_optimizeSessionProgress.do
 - /Campaign/optimize/ext_doLogout.do

How to integrate IBM Unica Marketing with a web access control platform

Topics in this section describe how to integrate IBM Unica Marketing with a web access control platform.

Configuration process checklist (Web access control integration)

Integrating IBM Unica Marketing with a web access control system is a multi-step process. The following procedure provides an overview of the process, which is described in detail elsewhere in this guide.

1. "Perform LDAP integration" on page 132
Follow instructions for LDAP integration, stopping at the "Test synchronization" step.

2. “Configure web access control integration in IBM Unica Marketing”
Set web access control integration properties on the Configuration page.
3. “Restart the web application server” on page 115
This step is required to ensure that all of your changes are applied.
4. “Test web access control synchronization and IBM Unica Marketing login” on page 133
Verify that users and groups synchronize correctly in your web access control system and that you can log in to IBM Unica Marketing.

Perform LDAP integration

Perform all of the steps required for LDAP integration as described elsewhere in this guide.

Configure web access control integration in IBM Unica Marketing

On the Configuration page, set values of the properties as described in the following table. For complete details on these properties, see the online help on the Configuration page.

Property	Value
Unica Platform Security Login method details	Select Web access control.
Unica Platform Security Login method details Web access control Username pattern	A Java regular expression used to extract the user login from the HTTP header variable in web access control software. You must XML-escape any XML characters in the regular expression. The recommended value for SiteMinder and Tivoli Access Manager is \w*
Unica Platform Security Login method details Web access control Web access control header variable	The HTTP header variable configured in the web access control software, which is submitted to the web application server. By default, SiteMinder uses <code>sm_user</code> , and Tivoli Access Manager uses <code>iv-user</code> . For Tivoli Access Manager, set this value to the user name component of the IBM Raw string, not the IBM HTTP string.
Unica General Navigation Unica URL	Set to <code>http://sm_host:sm_port/sm_realm/unica</code> where <ul style="list-style-type: none"> • <code>sm_host</code> is the name of the machine on which SiteMinder is installed • <code>sm_port</code> is the SiteMinder port number • <code>sm_realm</code> is the SiteMinder realm

Restart the web application server

Restart the web application server to ensure that all of your configuration changes are applied.

Test web access control synchronization and IBM Unica Marketing login

1. Log in to your web access control system with an LDAP account that has been synchronized into your web access control system and has access to the Marketing Platform.
2. Verify that:
 - Users are imported as expected
 - Groups are imported as expected
 - IBM group memberships match the expected mapping to LDAP groups
3. Point your browser to the Marketing Platform URL and log in.

You should be able to access IBM Unica Marketing without being presented with the IBM Unica Marketing login screen.
4. Use the following guidelines to resolve problems when your web access control software is Netegrity SiteMinder.
 - If you see an IBM Unica Marketing login screen, the user account with which you logged in might not have been synchronized into SiteMinder.
 - If you are not able to access IBM Unica Marketing, check that your SiteMinder configuration is correct. You can use the SiteMinder TestTool to verify that the user account with which you logged in has been authorized and granted access to IBM Unica Marketing URLs in SiteMinder.
 - If you can access IBM Unica Marketing, but navigation is not working correctly or images are not displaying, check to be sure that the web server hosting SiteMinder and the Java application server hosting the Marketing Platform use the same path to refer to the Marketing Platform.

Chapter 13. Implementing SSL in IBM Unica Marketing

Any communication that needs to be secured between two applications connecting over a network can be transmitted using the Secure Sockets Layer (SSL) protocol. SSL provides secure connections by:

- Allowing an application to authenticate the identity of another application
- Using a private key to encrypt and decrypt data transferred over the SSL connection

URLs that connect using SSL start with HTTPS instead of HTTP.

When processes communicate with each other, the process making a request acts as the client and the process responding to a request acts as the server. For complete security, SSL should be implemented for all forms of communication with IBM Unica Marketing products.

SSL can be configured one-way or two-way. With one-way SSL, the server is required to present a certificate to the client but the client is not required to present a certificate to the server. To successfully negotiate the SSL connection, the client must authenticate the server. The server accepts a connection from any client.

This section describes one-way SSL in IBM Unica Marketing.

About SSL certificates

Read this section to understand the SSL certificates in general.

What is a certificate?

A certificate is a digital signature that identifies the server as some named entity. Certificates can be signed by a certificate authority (CA) that vouches for the identity of the server, or they can be self-signed. Verisign or Thawte are examples of CAs. A self-signed certificate is one where the CA is the same entity that the certificate claims to identify.

Server-side certificates

Every server that is intended to provide SSL communication, whether it is an application server or an IBM Unica Marketing application such as the Campaign listener, needs to serve up a certificate.

Client side truststores

When the client receives the server certificate, it is up to the client to determine whether to trust the certificate. A client trusts a server certificate automatically if the certificate exists in the client truststore. A truststore is a database of trusted certificates.

Modern browsers have a truststore loaded with the common certificates endorsed by CAs. This is why you are not prompted when entering the secured site at major merchant web sites – they use certificates signed by a CA. But, when you log in to an IBM application that serves up a self-signed certificate, you see the prompt.

Browsers check that the host name of the server matches the subject name in the certificate (the subject name is the Common Name used in the Distinguished Name, which you supply when you request a certificate). The browser might issue a warning if these two names do not match.

When a browser accesses an IBM application secured with a certificate it does not recognize (for example, a self-signed certificate), a dialog window opens, asking if the user wants to continue. If the user chooses to install the certificate to the local truststore, the prompt does not appear again.

Client and server roles in IBM Unica Marketing

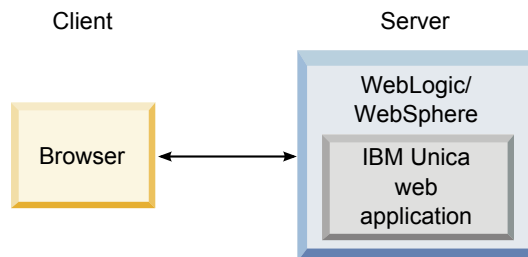
Most IBM Unica Marketing applications consist of two parts.

- The web application. The web application is the component that users access through a browser.
- The server (for example, the Campaign listener and the Marketing Platform API server). This component is accessed programmatically.

These application components can act as either the client or the server in a communication, depending on the situation. The following examples and diagrams illustrate the roles played by IBM components in various communications.

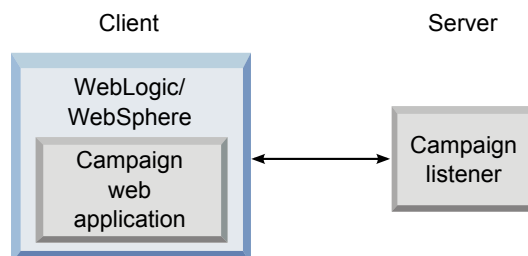
Example 1 - Communication between a browser and an IBM Unica Marketing web application

When users communicate with IBM Unica web applications through a browser, the browser is the client and the IBM Unica web application is the server.



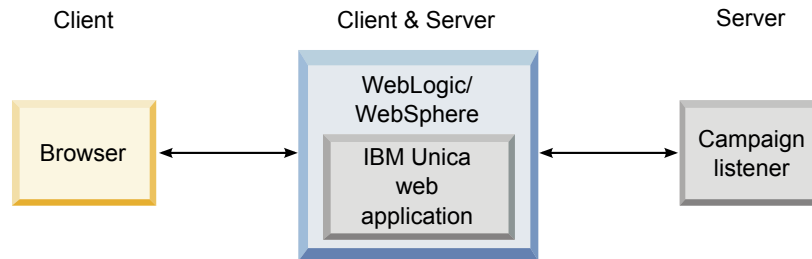
Example 2 - Communication between components of one IBM Unica Marketing application

The two components of a single IBM Unica application can also communicate with each other programmatically. For example, when the Campaign web application sends a request to the Campaign listener, the Campaign web application is the client and the listener is the server.



Example 3 - IBM Unica components playing both roles

An IBM Unica application component can communicate as a client in some exchanges and as a server in others. An example of these relationships is shown in the following diagram.



Understanding SSL in IBM Unica Marketing

As we have seen, many IBM Unica application components can act as both server and client during normal operations, and some IBM Unica components are written in Java and some in C++. These facts determine the format of the certificates you use. You specify the format when you create a self-signed certificate of purchase one from a CA.

Remember, IBM Unica applications do not require a truststore when they act as a client making one-way SSL requests to an IBM Unica server component.

Java component acting as a server

For IBM Unica applications written in Java, using the JSSE SSL implementation, and deployed on an application server, you must configure the application server to use your certificate. The certificate must be stored in JKS format.

Application servers provide default certificates, which require no additional configuration. The application server default certificate is used when you simply enable an SSL port in the application server and do not perform any additional configuration in the application server.

If you use a certificate other than the default certificate supplied by the application server, additional configuration is required. This configuration is described in “Configure your web application servers for SSL” on page 141

C++ component acting as a server

The Campaign listener, Optimize server component, the PredictiveInsight server component, and Attribution Modeler listener are written in C++, and require a certificate stored in PEM format.

Java component acting as a client

For IBM Unica applications written in Java and deployed on an application server, no truststore is needed. For ease of configuration, IBM Unica Java applications acting as a client do not authenticate the server during one-way SSL communications. However, encryption does take place.

C/C++ components acting as a client

For applications written in C/C++ and using the OpenSSL implementation, no truststore is needed. The Campaign listener, Optimize server component, PredictiveInsight server component, Attribution Modeler listener, and NetInsight fall into this category.

How many certificates?

Ideally, you should use a different certificate for every machine that hosts an IBM Unica component acting as a server.

If you do not want to use multiple certificates, you can use the same certificate for all the IBM Unica components acting as servers, if it is the correct format (that is JKS for Java components and PEM for C++ components). If you use one certificate for all applications, when users access IBM Unica applications for the first time, the browser asks whether they want to accept the certificate.

Examples in this chapter show you how to create self-signed certificate files for use with Java and C++ IBM Unica components.

How to implement SSL in IBM Unica Marketing

Topics in this section describe how to implement SSL in IBM Unica Marketing.

Configuration process checklist (SSL)

Configuring SSL in IBM Unica Marketing is a multi-step process. The following procedure provides an overview of the process, which is described in detail elsewhere in this chapter.

1. "Obtain or create certificates"
Obtain or create certificates if you prefer not to use the default certificates provided by IBM Unica and your application server.
2. "Configure your web application servers for SSL" on page 141
Enable an SSL port in every application server where an IBM Unica application is deployed. If you are not using the application server default certificate, configure it to use your certificate.
3. "Configure IBM Unica Marketing for SSL" on page 141
Set configuration properties in IBM Unica Marketing.
4. "Verify your SSL configuration" on page 146
Log in to each of your IBM Unica Marketing applications.

Obtain or create certificates

You can obtain or create certificates in several ways.

- You can use the default certificates provided by your application server.
- You can create self-signed certificates as described in this section.
- You can obtain certificates from a certificate authority (CA) as described in this section.

How to create self-signed certificates

Use the procedures in this section to create self-signed certificate files for use with IBM Unica Marketing.

- “To create a certificate for C++ IBM Unica Marketing components”
- “To create a certificate for Java IBM Unica Marketing components”

To create a certificate for C++ IBM Unica Marketing components

The Campaign listener implements SSL using the OpenSSL library. The OpenSSL distribution includes a command-line program called `openssl` that can create a certificate file. For complete details on using this program, consult the OpenSSL documentation or access the help by entering `-help` when you run the program.

Use the following procedure to create a self-signed certificate that you can use when configuring a C++ IBM Unica Marketing component for SSL.

1. Run `openssl` at the command line.

This program and its associated configuration file, `openssl.cnf`, are included in the `bin` directory of the Campaign installation. It is also available with the OpenSSL distribution.

2. Generate a key. The following example command creates a key named `key.pem`.

```
genrsa -out key.pem 1024
```

3. Generate a request.

The following example command creates a request named `request.pem`.

```
req -new -key key.pem -out request.pem
```

The tool asks you a series of questions. If you enter a period (.) the field is left blank. For a self-signed certificate, you must at least enter the Common Name.

If you are using the `openssl` tool from the Campaign/bin directory, add the `-config` parameter with a value that points to the `openssl.cnf` file in the same directory. For example:

```
req -config openssl.cnf -new -key key.pem -out request.pem
```

4. Generate a certificate.

The following example command creates a certificate named `certificate.pem` with an expiration of 10,000 days from the day it was created, using the `request.pem` and `key.pem` files.

```
req -x509 -key key.pem -in request.pem -days 10000 -out certificate.pem
```

If you are using the `openssl` tool from the Campaign/bin directory, add the `-config` parameter with a value that points to the `openssl.cnf` file in the same directory. For example:

```
req -config openssl.cnf -x509 -key key.pem -in request.pem -days 10000  
-out certificate.pem
```

5. Using a text editor, copy the contents of your key and certificate into a new file with a `.pem` extension.

To create a certificate for Java IBM Unica Marketing components

IBM Unica Marketing web application components written in Java use the JSSE library. The Sun JDK includes a program called `keytool` that can create a certificate file. Consult the Java documentation for complete details on using this program, or access the help by entering `-help` when you run the program.

Use the following procedure to create a self-signed certificate that you can use when configuring a Java IBM Unica Marketing component for SSL.

1. Run `keytool` at the command line.

This program is included in the `bin` directory of the Sun Java JDK.

2. Generate an identity keystore.

The following example command creates a keystore named `UnicaClientIdentity.jks`.

```
keytool -genkey -alias UnicaClientIdentity -keyalg RSA -keystore
UnicaClientIdentity.jks -keypass clientPwd -validity 1000 -dname
"CN=hostName, O=myCompany" -storepass clientPwd
```

Note the following.

- Make a note of the `-storepass` value (`clientPwd` in the example) as you need it when you configure the application server.
- Make a note of the `-alias` value (`UnicaClientIdentity` in the example) as you need it for the rest of this procedure.
- The common name (CN) in the distinguished name should be the same as the host name used to access IBM Unica Marketing. For example, if the URL for IBM Unica Marketing is `https://hostName.companyDomain.com:7002/unica/jsp`, then the CN should be `hostName.companyDomain.com`. The CN portion of the distinguished name is the only required portion; Organization (O) and Organizational Unit (OU) are not required.
- For WebSphere 6.0, the keystore password and key password must be the same.

3. Generate a certificate based on the identity keystore you created.

The following example command creates a certificate named `UnicaCertificate.cer`.

```
keytool -export -keystore UnicaClientIdentity.jks -storepass clientPwd
-alias UnicaClientIdentity -file UnicaCertificate.cer
```

The value of `-alias` is the alias you set for the identity keystore (`UnicaClientIdentity` in the example).

4. Generate a trusted keystore based on the certificate you created.

The following example command creates a trusted keystore named `UnicaTrust.jks`.

```
keytool -import -alias UnicaClientIdentity -file UnicaCertificate.cer
-keystore UnicaTrust.jks -storepass trustPwd
```

Note the following.

- Type `Y` when prompted to trust the certificate.
- The value of `-alias` is the alias you set for the identity keystore (`UnicaClientIdentity` in the example).
- Make a note of the `-storepass` value (`trustPwd` in the example) as you need it when you configure the application server.

How to obtain signed certificates

You can use the `OpenSSL` and `keytool` programs to create requests that you can then send to a CA to create signed certificates. Or, you can obtain signed certificates entirely provided by the CA. Note the following.

- For IBM Unica Marketing applications written in C++, obtain a certificate in PEM format.

- For all other IBM Unica Marketing applications, obtain a certificate in JKS format.

Consult your certificate authority documentation for instructions on how to obtain a signed certificate.

Configure your web application servers for SSL

On every application server on which an IBM Unica Marketing application is deployed, configure the web application server to use the certificates you have decided to employ. See your web application server documentation for details on performing these procedures.

Configure IBM Unica Marketing for SSL

To configure IBM Unica Marketing applications to use SSL, you must set some configuration properties. Use the procedures in this section that are appropriate for your installation of IBM Unica Marketing products and the communications that you want to secure using SSL.

When you access your IBM Unica Marketing installation over a secure connection, and when you set navigation properties for applications as described in the following procedures, you must use https and the secure port number in the URL. The default SSL port is 7002 for WebLogic and 8002 for WebSphere.

- “To configure SSL in the Marketing Platform”
- “To configure SSL in the Marketing Platform with LDAP integration” on page 142
- “To configure SSL in the Marketing Platform with data filters” on page 142
- “To configure SSL in Interaction History” on page 143
- “To configure SSL in Attribution Modeler” on page 143
- “To configure SSL in Marketing Operations” on page 143
- “To configure SSL in Campaign” on page 144>
- “To configure SSL in Optimize” on page 145
- “To configure SSL in Interact” on page 145
- “To configure SSL in Distributed Marketing” on page 146
- “To configure SSL in Reports” on page 146
- “To configure SSL in PredictiveInsight” on page 146
- “To configure SSL in NetInsight” on page 146

To configure SSL in the Marketing Platform

1. Log in to IBM Unica Marketing and click **Settings > Configuration**.
The Configuration page appears.
2. Set the value of the General | Navigation | Unica URL property to the Marketing Platform URL.
For example: `https://host.domain:SSL_port/unica`
where:
 - *host* is the name or IP address of the machine on which the Marketing Platform is installed
 - *domain* is your company domain in which your IBM Unica Marketing products are installed

- *SSL_Port* is the SSL port in the application server on which the Marketing Platform is deployed

Note https in the URL.

3. Locate the properties under the Navigation category for each of your installed IBM products where you set the HTTP and HTTPS ports. The names of the properties might vary by product, but their purpose should be obvious. For each product, set these values to the HTTP and HTTPS port in the application server on which the product is deployed.
4. If you have implemented LDAP integration, perform the procedure described in “To configure SSL in the Marketing Platform with LDAP integration.”
5. If you plan to use the data filtering feature, perform the procedure described in “To configure SSL in the Marketing Platform with data filters.”

To configure SSL in the Marketing Platform with LDAP integration

1. Perform the procedure described in “To configure SSL in the Marketing Platform” on page 141 if you have not done so already.
2. Log in to IBM Unica Marketing and click **Settings > Configuration** .
The Configuration page appears.
3. Navigate to the Unica | Platform | Security | Login Method details | LDAP category and set the value of the Require SSL for LDAP connection property to true.

This setting requires the Marketing Platform to connect to the LDAP server using SSL when users log in.

4. Navigate to the Unica | Platform | Security | LDAP synchronization category and set the following values.

- Set the value of the LDAP provider URL property to: `ldaps://host.domain:SSL_Port`

where:

- *host* is the name or IP address of the LDAP server
- *domain* is the domain of the LDAP server
- *SSL_Port* is the SSL port of the LDAP server.

For example: `ldaps://LDAPMachine.myCompany.com:636`

Note the ldaps in the URL.

The default SSL port for LDAP servers is 636.

- Set the value of the Require SSL for LDAP connection property to true.

This setting requires the Marketing Platform to connect to the LDAP server using SSL when it synchronizes with the LDAP server.

To configure SSL in the Marketing Platform with data filters

When the Marketing Platform is deployed with SSL and you plan to use the data filtering feature, you must perform this procedure to add the SSL options that perform hand shaking.

1. Perform the procedure described in “To configure SSL in the Marketing Platform” on page 141 if you have not done so already.
2. Open the `datafilteringScriptTool.bat` file in a text editor.

The file is located in the `tools/bin` directory under your Marketing Platform installation.

3. Add the changes shown below in **bold**.

Line breaks have been added to the example for print.

```
SET SSL_OPTIONS=-Djavax.net.ssl.keyStoreType="JKS"  
-Djavax.net.ssl.trustStore="path_to_your_jks_file"  
-Djavax.net.ssl.trustStorePassword=your_trust_store_password
```

```
"%JAVA_HOME%\bin\java" %SSL_OPTIONS%  
com.unica.management.client.datafiltering.tool.DataFilteringScriptTool %*
```

Substitute your values for *path_to_your_jks_file* and *your_trust_store_password*.

4. Save and close the file.

To configure SSL in Interaction History

1. Log in to IBM Unica Marketing and click **Settings > Configuration**.

The Configuration page appears.

2. Set the value of the Interaction History | navigation | HTTPS Port property to the https port in the application server on which Interaction History is deployed.
3. Set the value of the Interaction History | navigation | Server URL property to the Interaction History URL.

For example: `https://host.domain:SSL_port/unica`

where:

- *host* is the name or IP address of the machine on which Interaction History is installed
- *domain* is your company domain in which your IBM Unica Marketing products are installed
- *SSL_Port* is the SSL port in the application server on which Interaction History is deployed

Note the https in the URL.

To configure SSL in Attribution Modeler

1. Log in to IBM Unica Marketing and click **Settings > Configuration**.

The Configuration page appears.

2. Set the value of the Attribution Modeler | navigation | httpsPort property to the https port in the application server on which Attribution Modeler is deployed.
3. Check the Attribution Modeler | navigation | serverURL property to ensure that it uses https in the URL.
4. Ensure that the value of the Attribution Modeler | AMListener | serverPort property is an appropriate port for SSL.
5. Set the value of the Attribution Modeler | AMListener | useSSL property to TRUE.

To configure SSL in Marketing Operations

1. Log in to IBM Unica Marketing and click **Settings > Configuration**.

The Configuration page appears.

2. Set the value of the Marketing Operations | navigation | serverURL property to the URL of the Marketing Operations web application.

For example: `serverURL=https://host:SSL_port/plan`

where:

- *host* is the name or IP address of the machine on which Marketing Operations is installed.
 - *SSL_Port* is the SSL port of the Marketing Operations web application
Note the https in the URL.
3. Open the `plan_config.xml` file in a text or XML editor.
The `plan_config.xml` file is located in the `conf` directory under your Marketing Operations installation.
 4. Set the `UAPInitParam notifyPlanBaseURL` property for your SSL connection.
For example: `<UAPInitParam notifyPlanBaseURL="https://host:SSL_Port/plan/affiniumplan.jsp"/>`
where:
 - *host* is the name or IP address of the machine on which Marketing Operations is installed.
 - *SSL_Port* is the SSL port of the Marketing Operations web application
Note the https in the URL.
 5. To enable Adobe Acrobat Online Markup functionality to work with Marketing Operations over HTTPS, set the `markupServerURL` property for your SSL connection.
For example: `<UAPInitParam markupServerURL="https://host:SSLport/plan/services/collabService?WSDL">`
where:
 - *host* is the name or IP address of the machine on which Marketing Operations is installed
 - *SSL_Port* is the SSL port of the Marketing Operations web application
Note the https in the URL.
 6. Save and close the `plan_config.xml` file.

To configure SSL in Campaign

1. Open the `config.xml` file in a text or XML editor.
The `config.xml` file is in the `conf` directory under your Campaign installation.
2. Set the value of `unicaServerSSLFile` to the full path of the PEM file you are using. (The file that IBM Unica provides, `unicaclient.pem`, is located in the security directory.) For example:
`unicaServerSSLFile=C:/Unica/security/certificateFile.pem`
3. Save and close the `config.xml` file.
4. Log in to Marketing Platform and click **Settings > Configuration**.
The Configuration page appears.
5. Set the value of the Campaign | `unicaACLlistener` | `useSSL` property to yes.
6. If you deployed the web application on an SSL port, set the value of the Campaign | navigation | `serverURL` property to the web application URL. For example:
`serverURL=https://host:SSL_port/Campaign`
where:
 - *host* is the name or IP address of the machine on which the web application is installed
 - *SSL_Port* is the SSL port of the web application
Note the https in the URL.

7. If you are using the operational monitor, configure it for SSL by setting the value of the Campaign | monitoring | serverURL property to use HTTPS. For example:

serverURL=https://host:SSL_port/Campaign/OperationMonitor

where:

- host is the name or IP address of the machine on which the web application is installed
- SSL_Port is the SSL port of the web application

Note the https in the URL.

To configure SSL in Optimize

1. Open the config.xml file found in the conf directory of your Optimize installation directory in a text or XML editor.
2. Set the value of unicaServerSSLFile to the full path of the PEM file you are using. (The file that IBM provides, unicaclient.pem, is located in the security directory of your Optimize installation.)
3. Save and close the config.xml file.
4. Set the value of the Campaign | unicaACOLListener | useSSL configuration property to yes.
5. If you are using the Optimize command-line tool AC00ptAdmin, you must edit the AC00ptAdmin.bat or AC00ptAdmin.sh file to recognize the SSL certificate by adding the following bold text.

Note that line breaks have been added to the example for print.

```
SET SSL_OPTIONS=-Djavax.net.ssl.keyStoreType="JKS"  
-Djavax.net.ssl.trustStore=  
"path_to_your_jks_file/name_of_your_jks_file"  
-Djavax.net.ssl.trustStorePassword=password_in_your_jks_file  
"$JAVA_HOME/bin/java" %SSL_OPTIONS%  
com.unicacorp.Campaign.optimize.tools.optadmin.OptAdmin "$@"
```

Use the correct path to unicaClientIdentity.jks for your installation and the correct name and password for your jks certificate. Note that the -D option is preceded by a space.

To configure SSL in Interact

Important: There is a performance cost if you configure any part of Interact to communicate using SSL. IBM does not recommend configuring Interact to use SSL.

You can configure SSL communication for Interact in up to three ways:

- Design environment as the client and Runtime environment as the server.
Use https in the URL referencing the Interact runtime server. For example, set Campaign | partitions | partition[n] | Interact | ServerGroups | [serverGroup] | instanceURLs | [instanceURL] | instanceURL to https://myserver.domain.com:7007/interact.
- Runtime environment as the client and Marketing Platform as the server.
See "To configure SSL in the Marketing Platform" on page 141 for details.
- Your touchpoint as the client and the Runtime environment as the server.
Specify the HTTPS URL with the getInstance method. If using a load balancer, you might need to configure your load balancer for SSL as well.

To configure SSL in Distributed Marketing

After Campaign is configured to use SSL, no additional configuration is required to configure Distributed Marketing for SSL.

To configure SSL in Reports

1. Configure Cognos with SSL as described in the Cognos documentation.
2. Configure Apache with SSL as described in the Apache documentation.
3. Register the Cognos certificate with IBM Unica Marketing as described in the Cognos documentation.
4. Register the IBM Unica Marketing certificates with Cognos as described in the Cognos documentation.

To configure SSL in PredictiveInsight

1. If you have the Enterprise version of PredictiveInsight and you want the PredictiveInsight listener to communicate using SSL, do the following.
 - a. In the environment where you have installed PredictiveInsight, open the Unica/config.xml file in a text or XML editor.
 - b. Set the value of unicaServerSSLFile to the full path of the PEM file you are using. For example: unicaServerSSLFile=C:/Unica/certificateFile.pem where certificateFile.pem is name of the file containing the certificate that you want the PredictiveInsight listener to use.
 - c. Save and close the config.xml file.
2. Open the model_server.conf file in a text editor.

The file is located in the config directory under your PredictiveInsight installation.
3. Set the following values.
 - Server.UseSSL=Yes
 - Server.SSLURL=https://host:SSL_Port/context-root where:
 - *host* is the name or IP address of the machine on which the PredictiveInsight web application is installed.
 - *SSL_Port* is the SSL port of the PredictiveInsight web application.
 - *context-root* is the SSL context root of the PredictiveInsight web application.

Note the https in the URL.

To configure SSL in NetInsight

NetInsight does not accept any requests: it always acts as the client in HTTP and HTTPS communications to resolve page titles on the web site being analyzed. If you need to resolve page titles for a site that uses SSL, you only need to ensure that the URL entered in the profile options for the website or clustered servers being analyzed is correct and that the URL includes the HTTPS protocol.

NetInsight does not communicate with the Marketing Platform.

Verify your SSL configuration

1. Start each of your IBM Unica Marketing applications.
2. Log in to IBM Unica Marketing and access each of your installed IBM Unica Marketing web applications.

3. For Interact runtime servers only, test the connection using the URL `https://host:port/interact/jsp/admin.jsp`.
4. If you are using a self-signed certificate, point your browser to each of the IBM Unica Marketing server components and verify that the certificate information you receive is as expected.
For example, if the Campaign listener is running on port 4664 on a host named `campaignHost`, point your browser to `https://campaignHost:4664`
Your browser opens a window asking if you want to accept the certificate, and you can view certificate details.

Useful links for SSL

- OpenSSL documentation - <http://www.openssl.org/docs/>
- keytool documentation - <http://download.oracle.com/javase/1.4.2/docs/tooldocs/windows/keytool.html>
- List of certificate authorities - http://www.dmoz.org/Computers/Security/Public_Key_Infrastructure/PKIX/Tools_and_Services/Third_Party_Certificate_Authorities/

Chapter 14. Setting Up Data Filters

The various IBM Unica Marketing applications use data filters in different ways. See the documentation for the individual products to determine whether the product uses data filtering, and if so, the details of how data filtering works within that product.

In general, when an IBM Unica application uses data filtering, IBM Unica administrators can specify data access restrictions in IBM Unica products based on configurable data filters. Data filters make it possible to restrict the customer data that an IBM Unica user can view and work with in IBM Unica applications. You can think of the data you secure with a data filter as a data set defined by the fields in your customer tables that you specify.

About setting up data filters

The Marketing Platform provides the following functions that IBM Unica Marketing administrators use to set up data filters.

- A utility for defining data filters.
- A user interface for assigning users and groups to data filters and for viewing assigned data filters

Data filter associations to restrict user access

To restrict data access for individual users or groups of users, you assign them to data filters. All IBM Unica Marketing users and groups are available for assignment to data filters. You can assign multiple users and groups to a single data filter, and you can also assign a user or a group of users to multiple data filters.

Note: Groups do not acquire the data filter assignments of their subgroups.

A user who is assigned to multiple data filters sees all of the records allowed by all of the data filters.

Data filter concepts

To understand how to set up data filters, you need to be familiar with some concepts used in the data filter feature, in databases in general, and in Campaign in particular (if you are setting up data filters that will be used in an application in the Campaign family).

- **data configuration** – A data configuration groups a set of data filters. All data filters that secure related data are associated with the same data configuration.
- **audience** - The field or fields in customer tables designated in Campaign as an audience level. Typical audience levels are household and individual.
- **physical field name** – The physical names of fields in a database table are the names you see when you view the tables directly in the database client. When the data filter is in use, it uses the physical name when querying the customer database.
- **logical field name** – When you define data filters, you assign logical names to physical fields. If you are setting up data filters that will be used in an

application in the Campaign family, these logical names must be the same as names assigned to fields in Campaign. This name is used by the utility when it generates data filters.

Two ways to create data filters: automatic generation and manual specification

IBM Unica Marketing provides a utility, `datafilteringScriptTool`, that processes XML to create the data filters in the Marketing Platform system tables. Depending on how you write the XML, you can use this utility in two ways: automatic generation and manual specification.

Automatic generation

The `datafilteringScriptTool` utility can automatically generate data filters from a database table or view accessible using JDBC. The utility automatically creates data filters based on unique combinations of values in fields that you specify in the XML (one data filter for each unique combination).

This method is described in “Configuration Process Checklists” on page 160.

You might want to use this method if you must create many data filters.

Manual specification

The `datafilteringScriptTool` utility can create data filters one by one, based on field values that you specify.

This method is described in “Configuration process checklist (manual specification of data filters).”

You might want to use this method if you want to create a set of data filters that does not include every unique combination of field values.

How to set up data filters using manual specification

Topics in this section describe how to set up data filters using manual specification.

Configuration process checklist (manual specification of data filters)

Configuring data filters using the manual specification method is a multi-step process. The following procedure provides an overview of the process, which is described in detail elsewhere in this guide.

1. “Plan your data filter criteria (manual generation)” on page 151
Decide what customer data you want to secure.
2. “Obtain required information (manual specification)” on page 151
Gather the required database information, and, if you plan to use the data filters with an application in the Campaign family, the Campaign-related information.
3. “Create the XML to specify data filters (automatic generation)” on page 162
Create the XML file that specified the customer data used as criteria in each data filter.
4. “Populate the data filter system tables” on page 152

Run the `datafilteringScriptTool` utility, which uses your XML to populate the Marketing Platform system tables that are used for data filters.

5. “Assign users and groups to data filters” on page 152

Use the IBM Unica Marketing data filter user interface to perform searches for users, groups, and data filters and then select items from the search results and assign them.

Install Marketing Platform

Install Marketing Platform. Perform all of the required steps described in the installation guide.

Plan your data filter criteria (manual generation)

Data filter criteria are based on your customer data. Before you can define data filters, you need to decide what customer data you want to secure.

For example, you might want to restrict access to customer data based on the geographical sales territory to which the IBM Unica Marketing user is assigned. If the Region field in your customer database relates to your sales territories, you might choose to base a group of data filters on this field.

You should be aware of the concept of **field constraints**, which you need to understand when you plan how to create data filters using manual specification. A field constraint is a field/value pair used to specify a data filter. This value is used in a WHERE clause when customer records are queried. Because the clause tests for equality, field constraints must be defined against fields that support a finite set of distinct values.

In the example, the Region field might contain the following values: Asia, Europe, Middle East, North America, and South America. You use these values when you specify field constraints for your data filters. You would set up a different data filter for each of your sales territories, using the values in the Region field in your customer tables as field constraints.

A IBM Unica Marketing user assigned to one or more data filters would be able to view and work with only the data belonging to the customers who fall within the sales territory or territories represented by the assigned data filter(s).

Obtain required information (manual specification)

If you are defining data filters that will be used in an application that is a member of the Campaign family of products, the logical names of fields you specify in the XML that defines the data filters must match the names given to these fields in Campaign.

Obtain the following information.

- The physical name of the table containing the fields you want to use.
- The finite set of data in the fields you want to use for field constraints.
- If you plan to use the data filters in an application that is a member of the Campaign family, obtain the names assigned in Campaign to the following fields.
 - The audience fields

- The fields you plan to use for field constraints

Create the XML to specify data filters (manual specification)

Create the XML file that specifies the customer data used as criteria in each data filter. In the next step, you will run a utility that populates the system tables with these specifications.

Populate the data filter system tables

Run the `datafilteringScriptTool` utility, which uses your XML to populate the data filter system tables.

See “The `datafilteringScriptTool` utility” on page 191 for details on using the utility.

Note: If you need to delete data filters, run the `ManagerSchema_PurgeDataFiltering.sql` script as described in “Removing data filters only (ManagerSchema_PurgeDataFiltering.sql)” on page 200.

Assign users and groups to data filters

Use the IBM Unica Marketing data filter user interface to perform searches for users, groups, and data filters and then select items from the search results and assign them. You can also perform searches to view data filters that have already been assigned to users and groups.

Data filter XML reference (manual specification)

This section describes the XML elements for which you must provide values when you use the `datafilteringScriptTool` to generate data filters by specifying them manually.

About the IDs in the XML

Some objects require IDs. For example, data configurations, logical fields, and data tables all require that you specify IDs. The IDs you specify must be unique within a category of object.

Some objects reference other objects using IDs. For example, tables reference logical fields. When you need to reference another object, use the ID you specified for the object.

The XML uses the following convention for ID element names. This convention helps you understand when you must create a unique ID and when you must reference another ID within the XML.

- When you must create a unique ID, the element is named `id`.
- When you must reference another object ID, the element is named for the object. For example, the ID element where you reference a logical field is named `logicalFieldId`.

Note that the IDs you assign to an object are not the IDs Marketing Platform assigns to the object. The IDs you assign are used only for referencing the object within the XML.

AddDataConfiguration | dataConfiguration

This group of elements is used to define data configurations you use to group related data filters. You should create a data configuration for every set of related data filters.

Element	Description	System table
id	Unique ID that you assign to this data configuration.	N/A
name	Name that you assign to this group of data filters.	Table: df_config Field: config_name

AddLogicalFields | logicalFields | LogicalField

This group of elements is used to define the logical fields corresponding to the fields in the customer table that you use to define your data filters. Create one logical field for each field from which you want to create field constraints, and one logical field for each audience

Element	Description	System table
id	Unique ID that you assign to this logical field.	N/A
name	Logical name for this field or audience. If used with an application in the Campaign family, must be the same as the field or audience name used in Campaign.	Table: df_logical_field Field: logical_name
type	Data type of this field in the customer table. Allowed values are: <ul style="list-style-type: none">• java.lang.String• java.lang.Long• java.lang.Double• java.lang.Boolean• java.lang.Date (The date format is month/day/year, where the month, day, and year are all expressed as numbers.)	Table: df_logical_field Field: type

AddDataTable | dataTable

This group of elements is used to assign IDs to customer tables.

Element	Description	System table
id	Unique ID that you assign to this table.	N/A
name	Physical name of the customer table that you want to secure. If the database is case-sensitive, must match case used in the database.	Table: df_table Field: table_name

AddDataTable | dataTable | fields | TableField

This group of elements is used to map physical fields in the customer table to logical fields that you have defined.

Element	Description	System table
name	Physical name of the field in the customer table. If the database is case-sensitive, must match case used in the database.	Table: df_table_field Field: physical_name
logicalFieldId	ID of the logical field in the AddLogicalFields logicalFields LogicalField category.	N/A

AddDataFilters | dataFilters | DataFilter

This group of elements is used to create a data filter.

Element	Description	System table
configId	ID of the data configuration in the AddDataConfiguration dataConfiguration category with which this filter is associated.	N/A
id	Unique ID that you assign.	N/A

AddDataFilters | dataFilters | DataFilter | fieldConstraints | FieldConstraint

This group of elements is used to specify the data in a field used to define a data filter.

Element	Description	System table
logicalFieldId	ID of the logical field in the AddLogicalFields logicalFields LogicalField category.	N/A
expression	One item of the data in a field that is used in a WHERE clause when retrieving data for a user assigned to this filter. If the database is case-sensitive, must match case used in the database.	Table: df_field_constraint Field: expression

AddAudience | audience

This group of elements is used to specify the name assigned in Campaign to an audience level used in the Campaign family of products.

Element	Description	System table
id	Unique ID that you assign to this audience.	N/A

Element	Description	System table
name	Name of the audience as specified in Campaign.	Table: df_audience Field: audience_name

AddAudience | audience | fields | AudienceField

This group of elements is used to specify the field or fields in your customer tables that are used as audience fields.

Element	Description	System table
logicalFieldId	ID of the logical field in the AddLogicalFields logicalFields LogicalField category. If used with an application in the Campaign family, must be the same logical name used in Campaign.	N/A
fieldOrder	For future use. Set the value to 0.	N/A

addAudienceTableAssociations | addAudienceTableAssociation | audienceTableAssociation

This group of elements is used to associate pairs of audience fields and tables with data configurations. Create an association for every audience field.

Element	Description	System table
audienceId	ID of the audience to be used in this association. Must be an ID value in an AddAudience audience category.	N/A
tableId	ID of the table to be used in this association. Must be an ID value in an AddDataTable dataTable category. The table must be one that contains the audience specified in the audienceID element. If the audience exists in more than one table, create multiple associations.	N/A
configId	ID of the data configuration to be used in this association. Must be an ID value in an AddDataConfiguration dataConfiguration category.	N/A

Example: Manually specifying data filters

Jim needs to create a set of data filters based on sales territories.

In Campaign, the customer tables have already been mapped and audience levels have been defined.

Obtaining information

Jim determines that the Territory table contains the fields he needs to specify field constraints for the data filters.

The following table illustrates the information Jim obtains about the customer fields and their Campaign mappings.

Table 18. Territory table fields

Fields (physical name)	Fields (name in Campaign)	Data	Data type
cust_region	CustomerRegion	<ul style="list-style-type: none">• Africa• Africa• Asia• Europe• Middle East• North America	java.lang.String
hh_id	HouseholdID	N/A	java.lang.Long
indiv_id	IndividualID	N/A	java.lang.Long

Jim learns that the audience names used in Campaign are household and individual. He notes that the Territory table contains two audience fields. The hh_id field corresponds to the household audience. The indiv_id field in the Territory table corresponds to the individual audience.

Because Jim must create one logical field for each audience, and one for the field constraint field, he knows he needs a total of three logical fields.

Jim also knows he needs to group the data filters in a data configuration. He decides to name his data configuration Territory.

Jim is now ready to create the XML.

Creating the XML

Here is the XML that Jim creates. Values based on the information he obtained are shown in **bold**.

```
<?xml version="1.0" encoding="UTF-8"?>
<ExecuteBatch>
  <name>SeedData</name>
  <operations>
    <!-- Create the data configuration that groups related Data Filters -->
    <ExecuteBatch>
      <name>DataFilters</name>
      <operations>
        <AddDataConfiguration>
          <dataConfiguration>
            <id>1</id>
            <name>Territory</name>
          </dataConfiguration>
        </AddDataConfiguration>
      </operations>
    </ExecuteBatch>
```



```

<!-- Add logical fields used to define data filters -->
<AddLogicalFields>
<logicalFields>
<LogicalField>
<id>1</id>
<name>CustomerRegion</name>
<type>java.lang.String</type>
</LogicalField>
<LogicalField>
<id>2</id>
<name>HouseholdID</name>
<type>java.lang.Long</type>
</LogicalField>
<LogicalField>
<id>3</id>
<name>IndividualID</name>
<type>java.lang.Long</type>
</LogicalField>
</logicalFields>
</AddLogicalFields>

<!-- Add the Territory field constraints -->
<AddDataFilters>
<dataFilters>
<DataFilter>
<configId>1</configId>
<id>1</id>
<fieldConstraints>
<FieldConstraint>
<logicalFieldId>1</logicalFieldId>
<expression>Africa</expression>
</FieldConstraint>
</fieldConstraints>
</DataFilter>
<DataFilter>
<configId>1</configId>
<id>2</id>
<fieldConstraints>
<FieldConstraint>
<logicalFieldId>1</logicalFieldId>
<expression>Asia</expression>
</FieldConstraint>
</fieldConstraints>
</DataFilter>
<DataFilter>
<configId>1</configId>
<id>3</id>
<fieldConstraints>
<FieldConstraint>
<logicalFieldId>1</logicalFieldId>
<expression>Europe</expression>
</FieldConstraint>
</fieldConstraints>
</DataFilter>
<DataFilter>
<configId>1</configId>
<id>4</id>
<fieldConstraints>
<FieldConstraint>
<logicalFieldId>1</logicalFieldId>
<expression>Middle East</expression>
</FieldConstraint>
</fieldConstraints>
</DataFilter>
</DataFilter>
<configId>1</configId>
<id>5</id>
<fieldConstraints>

```

```

<FieldConstraint>
<logicalFieldId>1</logicalFieldId>
<expression>North America</expression>
</FieldConstraint>
</fieldConstraints>
</DataFilter>
</dataFilters>
</AddDataFilters>

<!-- Map physical to logical fields -->
<ExecuteBatch>
<name>addTables</name>
<operations>
<AddDataTable>
<dataTable>
<id>1</id>
<name>Territory</name>
<fields>
<TableField>
<name>cust_region</name>
<logicalFieldId>1</logicalFieldId>
</TableField>
<TableField>
<name>hh_id</name>
<logicalFieldId>2</logicalFieldId>
</TableField>
<TableField>
<name>indiv_id</name>
<logicalFieldId>3</logicalFieldId>
</TableField>
</fields>
</dataTable>
</AddDataTable>
</operations>
</ExecuteBatch>

<!--Add Audiences-->
<ExecuteBatch>
<name>addAudiences</name>
<operations>
<AddAudience>
<audience>
<id>1</id>
<name>household</name>
<fields>
<AudienceField>
<logicalFieldId>2</logicalFieldId>
<fieldOrder>0</fieldOrder>
</AudienceField>
</fields>
</audience>
</AddAudience>
<AddAudience>
<audience>
<id>2</id>
<name>individual</name>
<fields>
<AudienceField>
<logicalFieldId>3</logicalFieldId>
<fieldOrder>0</fieldOrder>
</AudienceField>
</fields>
</audience>
</AddAudience>
</operations>
</ExecuteBatch>

```

```

<!-- Associate table-audience pairs with data configuration) -->
<ExecuteBatch>
<name>addAudienceTableAssociations</name>
<operations>
<AddAudienceTableAssociation>
<audienceTableAssociation>
<audienceId>1</audienceId>
<tableId>1</tableId>
<configId>1</configId>
</audienceTableAssociation>
</AddAudienceTableAssociation>
<AddAudienceTableAssociation>
<audienceTableAssociation>
<audienceId>2</audienceId>
<tableId>1</tableId>
<configId>1</configId>
</audienceTableAssociation>
</AddAudienceTableAssociation>
</operations>
</ExecuteBatch>
</operations>
</ExecuteBatch>

```

Populating the system tables

Jim has named his data filter XML file `regionDataFilters.xml` and saved it in the `tools/bin` directory under his Marketing Platform installation. He opens a command prompt and uses the `datafilteringScriptTool` utility to populate the data filter system tables.

Assigning users and groups to the data filters

Finally, Jim logs in to IBM Unica Marketing with an account that has Admin access in Marketing Platform.

He knows that groups have already been set up in IBM Unica Marketing with users assigned by region.

He goes to the Data Filter section and sees that the field constraints from his data filters are available in the advanced search for data filters. He performs a search for a data filter, using Africa as a search criterion. The data filter he set up for the Africa region appears in the search results.

Next, Jim performs a search for the Africa user group, which has been set up in IBM Unica Marketing to hold all field marketers who are responsible for marketing to customers in Africa. The Africa group appears in the search results.

Jim then selects the group and the data filter in the search results, and assigns the group to the data filter by clicking the Assign button.

He continues to perform searches for data filters and groups until all assignments are completed.

How to set up data filters using automatic specification

Topics in this section describe how to set up data filters using automatic specification.

Configuration Process Checklists

Configuring data filters using the automatic generation method is a multi-step process. The following procedure provides an overview of the process, which is described in detail elsewhere in this guide.

1. “Plan your data filter criteria (automatic generation)”
Decide what customer data you want to secure.
2. “Obtain the JDBC driver for your database” on page 161
Obtain the Type 4 JDBC driver that provides connectivity to the database containing the table on which you want to base your data filters.
3. “Obtain required information (automatic generation)” on page 161
Gather the required database information, and, if you plan to use the data filters with an application in the Campaign family, the Campaign-related information.
4. “Create the XML to specify data filters (automatic generation)” on page 162
Create the XML file that specified the customer data used as criteria in each data filter.
5. “Populate the data filter system tables” on page 152
Run the `datafilteringScriptTool` utility, which uses your XML to populate the Marketing Platform system tables that are used for data filters.
6. “Assign users and groups to data filters” on page 152
Use the IBM Unica Marketing data filter user interface to perform searches for users, groups, and data filters and then select items from the search results and assign them.

Install Marketing Platform

Install Marketing Platform. Perform all of the required steps described in the installation guide.

Plan your data filter criteria (automatic generation)

Data filter criteria are based on your customer data. Before you can define data filters, you need to decide what customer data you want to secure.

For example, you might want to restrict access to customer data based on the countries, cities, and states where your customers live. If your customer database has a table that contains country, city, and state fields, you might choose to base a group of data filters on these fields. You would then use these values when you specify your data filters.

You should be aware of the following concepts when you plan how to create data filters using automatic generation.

- **profile field** – A field whose value is considered when the data filter generation utility looks for unique combinations of values. The utility creates a data filter for each unique combination of values. When the data filter is in effect in an IBM Unica application, this value is used in a WHERE clause when customer records are queried. Because the clause tests for equality, profile fields must be defined against fields that support a finite set of distinct values.
- **fixed field** – An optional field that limits the records that the data filter generation utility looks at when querying for unique combinations of profile

field values. The value you specify is also included in every generated data filter. When the data filter is in effect in an IBM Unica application, this value is used in a WHERE clause when customer records are queried. Because the clause tests for equality, fixed fields must be defined against fields that support a finite set of distinct values.

In the example, you would probably create a fixed field for a country, and profile fields for city and state. The data filter generation utility creates a data filter for each unique combination of values it finds in these fields.

AIBM Unica user assigned to one or more data filters would be able to view and work with only the data belonging to the customers who live in the countries, cities, and states represented by the assigned data filter(s).

It is possible that your customer tables do not contain every value for which you want to create a data filter. For example, you might not have customers in every country and state, but might want to prepare data filters for every country and state for future use. In that case, you can reference a table that includes every country and state and use it in the GenerateDataFilters section of your XML specification. When you have finished using the utility to create your data filters, you can discard this 'dummy' table.

Obtain the JDBC driver for your database

A JDBC driver is required by the data filter generation utility (datafilteringScriptTool) when you use it to generate data filters automatically.

1. Obtain the Type 4 JDBC driver that provides connectivity to the database containing the table on which you want to base your data filters.
2. Place the driver on the machine where Marketing Platform is installed.
3. Make a note of the class name and path.

Obtain required information (automatic generation)

Note: If you are defining data filters that will be used in an application that is a member of the Campaign family of products, the logical names of fields you specify in the XML that defines the data filters must match the names given to these fields in Campaign.

Obtain the following information.

- For the database that contains the table you want to use in defining your data filters, the database type, the name or IP address, and the port.
- Database credentials (user name and password) that allow you to connect to the database.
- The physical name of the table containing the fields you want to use.
- The physical names of the fields you want to use for profile fields and fixed fields (fixed fields are optional).
- If you plan to use the data filters in an application that is a member of the Campaign family, obtain the names assigned in Campaign to the following fields.
 - The audience fields.
 - The fields you plan to use for fixed and profile fields.

Create the XML to specify data filters (automatic generation)

Create the XML file that specifies the customer data used as criteria in each data filter. In the next step you will run a utility that populates the system tables with these specifications.

Populate the data filter system tables

Run the `datafilteringScriptTool` utility, which uses your XML to populate the data filter system tables.

See “The `datafilteringScriptTool` utility” on page 191 for details on using the utility.

Note: If you need to delete data filters, run the `ManagerSchema_PurgeDataFiltering.sql` script as described in “Removing data filters only (ManagerSchema_PurgeDataFiltering.sql)” on page 200.

Assign users and groups to data filters

Use the IBM Unica Marketing data filter user interface to perform searches for users, groups, and data filters and then select items from the search results and assign them. You can also perform searches to view data filters that have already been assigned to users and groups.

Data filter XML reference (automatic generation)

This section describes the XML elements for which you must provide values when you use the `datafilteringScriptTool` to generate data filters automatically.

About the IDs in the XML

Some objects require IDs. For example, data configurations, logical fields, and data tables all require that you specify IDs. The IDs you specify must be unique within a category of object.

Some objects reference other objects using IDs. For example, tables reference logical fields. When you need to reference another object, use the ID you specified for the object.

The XML uses the following convention for ID element names. This convention helps you understand when you must create a unique ID and when you must reference another ID within the XML.

- When you must create a unique ID, the element is named `id`.
- When you must reference another object ID, the element is named for the object. For example, the ID element where you reference a logical field is named `logicalFieldId`.

Note that the IDs you assign to an object are not the IDs Marketing Platform assigns to the object. The IDs you assign are used only for referencing the object within the XML.

AddDataConfiguration | dataConfiguration

This group of elements is used to define data configurations you use to group related data filters. You should create a data configuration for every set of related data filters.

Element	Description	System table
id	Unique ID that you assign to this data configuration.	N/A
name	Name that you assign to this group of data filters.	Table: df_config Field: config_name

AddLogicalFields | logicalFields | LogicalField

This group of elements is used to define the logical fields corresponding to the fields in the customer table that you use to define your data filters. Create one logical field for each field from which you want to create field constraints, and one logical field for each audience

Element	Description	System table
id	Unique ID that you assign to this logical field.	N/A
name	Logical name for this field or audience. If used with an application in the Campaign family, must be the same as the field or audience name used in Campaign.	Table: df_logical_field Field: logical_name
type	Data type of this field in the customer table. Allowed values are: <ul style="list-style-type: none"> • java.lang.String • java.lang.Long • java.lang.Double • java.lang.Boolean • java.lang.Date (The date format is month/day/year, where the month, day, and year are all expressed as numbers.) 	Table: df_logical_field Field: type

GenerateDataFilters

This group of elements is used to generate data filters.

Element	Description	System table
tableName	Physical name of the table from which you want to generate data filters. If the database is case-sensitive, must match case used in the database	Table: df_table Field: table_name
configurationName	Name of the data configuration in the AddDataConfiguration dataConfiguration category with which this set of data filters is associated.	N/A

Element	Description	System table
jdbcUrl	The URL reference for the customer database containing the table on which you want to base the data filters.	N/A
jdbcUser	The user name of an account with access to the customer database.	N/A
jdbcPassword	The password of the account with access to the customer database.	N/A
jdbcDriverClass	The name of the JDBC driver that provides connectivity to the customer database.	N/A
jdbcDriverClassPath string	The path of the JDBC driver.	N/A

GenerateDataFilters | fixedFields | FixedField

This group of elements is used to specify the optional fields and the values that limit the records considered when the data filter generation utility looks for unique combinations of values to define a set of data filters.

Element	Description	System table
expression	One item of the data in the field that will be used in a WHERE clause when creating data filters and retrieving data for a user assigned to this filter. If the database is case-sensitive, must match case used in the database.	Table: df_field_constraint Field: expression
logicalFieldName	Name of the logical field in the AddLogicalFields logicalFields LogicalField category. This name appears as a label in the advanced search field in the Data Filter user interface in the Marketing Platform.	Table: df_logical_field Field: logical_name
physicalFieldName	Physical name of the field. If the database is case-sensitive, must match case used in the database.	N/A

GenerateDataFilters | profileField | ProfileField

This group of elements is used to specify fields whose unique combinations of values are used to define a set of data filters.

Element	Description	System table
logicalFieldName	Name of the logical field in the AddLogicalFields logicalFields LogicalField category.	Table: df_logical_field Field: logical_name

Element	Description	System table
physicalFieldName	Physical name of the field. If the database is case-sensitive, must match case used in the database.	N/A

AddDataTable | dataTable

This group of elements is used to assign IDs to customer tables.

Element	Description	System table
id	Unique ID that you assign to this table.	N/A
name	Physical name of the customer table that you want to secure. If the database is case-sensitive, must match case used in the database.	Table: df_table Field: table_name

AddDataTable | dataTable | fields | TableField

This group of elements is used to map physical fields in the customer table to logical fields that you have defined.

Element	Description	System table
name	Physical name of the field in the customer table. If the database is case-sensitive, must match case used in the database.	Table: df_table_field Field: physical_name
logicalFieldId	ID of the logical field in the AddLogicalFields logicalFields LogicalField category.	N/A

AddAudience | audience

This group of elements is used to specify the name assigned in Campaign to an audience level used in the Campaign family of products.

Element	Description	System table
id	Unique ID that you assign to this audience.	N/A
name	Name of the audience as specified in Campaign.	Table: df_audience Field: audience_name

AddAudience | audience | fields | AudienceField

This group of elements is used to specify the field or fields in your customer tables that are used as audience fields.

Element	Description	System table
logicalFieldId	ID of the logical field in the AddLogicalFields logicalFields LogicalField category. If used with an application in the Campaign family, must be the same logical name used in Campaign.	N/A
fieldOrder	For future use. Set the value to 0.	N/A

addAudienceTableAssociations | addAudienceTableAssociation | audienceTableAssociation

This group of elements is used to associate pairs of audience fields and tables with data configurations. Create an association for every audience field.

Element	Description	System table
audienceId	ID of the audience to be used in this association. Must be an ID value in an AddAudience audience category.	N/A
tableId	ID of the table to be used in this association. Must be an ID value in an AddDataTable dataTable category. The table must be one that contains the audience specified in the audienceID element. If the audience exists in more than one table, create multiple associations.	N/A
configId	ID of the data configuration to be used in this association. Must be an ID value in an AddDataConfiguration dataConfiguration category.	N/A

AddDataFilters | dataFilters | DataFilter

This group of elements is used to create a data filter.

Element	Description	System table
configId	ID of the data configuration in the AddDataConfiguration dataConfiguration category with which this filter is associated.	N/A
id	Unique ID that you assign.	N/A

AddDataFilters | dataFilters | DataFilter | fieldConstraints | FieldConstraint

This group of elements is used to specify the data in a field used to define a data filter.

Element	Description	System table
logicalFieldId	ID of the logical field in the AddLogicalFields logicalFields LogicalField category.	N/A
expression	One item of the data in a field that is used in a WHERE clause when retrieving data for a user assigned to this filter. If the database is case-sensitive, must match case used in the database.	Table: df_field_constraint Field: expression

Example: Automatically generating a set of data filters

Jim needs to create a set of data filters based on countries, cities, and states.

In Campaign, the customer tables have already been mapped and audience levels have been defined.

Obtaining the JDBC driver

Jim knows that his company's customer database is Microsoft SQL server. He downloads the appropriate Type 4 driver and places it on the machine where the Marketing Platform is installed, making a note of the name and path of the driver.

- JDBC driver class name – com.microsoft.sqlserver.jdbc.SQLServerDriver
- JDBC driver path – C:\tools\Java\MsJdbc\sqljdbc.jar

Obtaining information

Jim obtains the name, host, and port of the customer database, and the credentials he needs to connect to it.

- Database name – Customers
- Database host name – companyHost
- Database port – 1433
- User name – sa
- Password – myPassword

Jim looks at the data in his company's customer database and sees that customers exist in every country, city, and state for which he wants to create a data filter. He determines that the Geographic table contains the fields he needs to specify fixed fields and profile fields for the data filters.

The following table illustrates the information Jim obtains about the customer fields and their Campaign mappings.

Table 19. Geographic table fields

Fields (Physical name)	Fields (Name in Campaign)	Data	Data type
country	Country	<ul style="list-style-type: none"> • USA • France • Britain 	java.lang.String

Table 19. Geographic table fields (continued)

Fields (Physical name)	Fields (Name in Campaign)	Data	Data type
city	City	A finite set of distinct cities	java.lang.String
state	State	A finite set of distinct states (or otherwise named regions, depending on country)	java.lang.String
hh_id	HouseholdID	N/A	java.lang.Long
indiv_id	IndividualID	N/A	java.lang.Long

Jim learns that the audience names used in Campaign are household and individual. He notes that the Geographic table contains two audience fields.

- The hh_id field corresponds to the household audience.
- The indiv_id field in the Geographic table corresponds to the individual audience.

Because Jim must create one logical field for each audience, and one for each of the fixed and profile fields, he knows he needs a total of five logical fields.

Jim also knows he needs to group the data filters in a data configuration. He decides to name his data configuration Geographic.

Jim is now ready to create the XML.

Creating the XML

Here is the XML that Jim creates. Values based on the information he obtained or decided to use are shown in **bold**.

```
<?xml version="1.0" encoding="UTF-8"?>
<ExecuteBatch>
  <name>SeedData</name>
  <operations>
    <!-- Create the data configuration that groups related Data Filters -->
    <ExecuteBatch>
      <name>DataFilters</name>
      <operations>
        <AddDataConfiguration>
          <dataConfiguration>
            <id>1</id>
            <name>Geographic</name>
          </dataConfiguration>
        </AddDataConfiguration>
      </operations>
    </ExecuteBatch>
    <!-- Add logical fields used to define data filters -->
    <AddLogicalFields>
      <logicalFields>
        <LogicalField>
          <id>1</id>
```

```

<name>Country</name>
<type>java.lang.String</type>
</LogicalField>
<LogicalField>
<id>2</id>
<name>City</name>
<type>java.lang.String</type>
</LogicalField>
<LogicalField>
<id>3</id>
<name>State</name>
<type>java.lang.String</type>
</LogicalField>
<LogicalField>
<id>4</id>
<name>HouseholdID</name>
<type>java.lang.Long</type>
</LogicalField>
<LogicalField>
<id>5</id>
<name>IndividualID</name>
<type>java.lang.Long</type>
</LogicalField>
</logicalFields>
</AddLogicalFields>

<!-- Provide information needed to generate data filters -->
<GenerateDataFilters>
<!-- Specify the table to be scanned for unique combinations of values
from which data filters will be defined. -->
<tableName>Geographic</tableName>
<!-- Identify the data configuration
with which generated data filters will be associated. -->
<configurationName>Geographic</configurationName>
<!-- Specify the data source connection information. -->
<jdbcUrl>jdbc:sqlserver://localhost:1433;databaseName=Customers</jdbcUrl>
<jdbcUser>sa</jdbcUser>
<jdbcPassword>myPassword</jdbcPassword>
<jdbcDriverClass>
com.microsoft.sqlserver.jdbc.SQLServerDriver</jdbcDriverClass>
<jdbcDriverClassPath>
<string>C:\tools\Java\MsJdbc\sqljdbc.jar</string>
</jdbcDriverClassPath>

<!-- Specify the fixed fields. -->
<fixedFields>
<FixedField>
<expression>USA</expression>
<logicalFieldName>Country</logicalFieldName>
<physicalFieldName>country</physicalFieldName>
</FixedField>
</fixedFields>
<fixedFields>
<FixedField>
<expression>France</expression>
<logicalFieldName>Country</logicalFieldName>
<physicalFieldName>country</physicalFieldName>
</FixedField>
</fixedFields>
<fixedFields>
<FixedField>
<expression>Britain</expression>
<logicalFieldName>Country</logicalFieldName>
<physicalFieldName>country</physicalFieldName>
</FixedField>
</fixedFields>

```

```

<!-- Specify the profile fields. -->
<profileFields>
  <ProfileField>
    <logicalFieldName>State</logicalFieldName>
    <physicalFieldName>state</physicalFieldName>
  </ProfileField>
  <ProfileField>
    <logicalFieldName>City</logicalFieldName>
    <physicalFieldName>city</physicalFieldName>
  </ProfileField>
</profileFields>
</GenerateDataFilters>

<!-- Map physical to logical fields -->
<ExecuteBatch>
  <name>addTables</name>
  <operations>
    <AddDataTable>
      <dataTable>
        <id>1</id>
        <name>Geographic</name>
        <fields>
          <TableField>
            <name>country</name>
            <logicalFieldId>1</logicalFieldId>
          </TableField>
          <TableField>
            <name>city</name>
            <logicalFieldId>2</logicalFieldId>
          </TableField>
          <TableField>
            <name>state</name>
            <logicalFieldId>3</logicalFieldId>
          </TableField>
          <TableField>
            <name>hh_id</name>
            <logicalFieldId>4</logicalFieldId>
          </TableField>
          <TableField>
            <name>indiv_id</name>
            <logicalFieldId>5</logicalFieldId>
          </TableField>
        </fields>
      </dataTable>
    </AddDataTable>
  </operations>
</ExecuteBatch>

<!--Add Audiences-->
<ExecuteBatch>
  <name>addAudiences</name>
  <operations>
    <AddAudience>
      <audience>
        <id>1</id>
        <name>household</name>
        <fields>
          <AudienceField>
            <logicalFieldId>4</logicalFieldId>
            <fieldOrder>0</fieldOrder>
          </AudienceField>
        </fields>
      </audience>
    </AddAudience>
    <AddAudience>
      <audience>
        <id>2</id>
        <name>individual</name>

```

```

<fields>
<AudienceField>
<logicalFieldId>5</logicalFieldId>
<fieldOrder>0</fieldOrder>
</AudienceField>
</fields>
</audience>
</AddAudience>
</operations>
</ExecuteBatch>

<!-- Associate table-audience pairs with data configuration) -->
<ExecuteBatch>
<name>addAudienceTableAssociations</name>
<operations>
<AddAudienceTableAssociation>
<audienceTableAssociation>
<audienceId>1</audienceId>
<tableId>1</tableId>
<configId>1</configId>
</audienceTableAssociation>
</AddAudienceTableAssociation>
<AddAudienceTableAssociation>
<audienceTableAssociation>
<audienceId>2</audienceId>
<tableId>1</tableId>
<configId>1</configId>
</audienceTableAssociation>
</AddAudienceTableAssociation>
</operations>
</ExecuteBatch>
</operations>
</ExecuteBatch>

```

Populating the system tables

Jim has named his data filter XML file `geographicDataFilters.xml` and saved it in the `tools/bin` directory under his Marketing Platform installation. He opens a command prompt and uses the `datafilteringScriptTool` utility to populate the data filter system tables.

The utility creates many data filters. In each data filter, the criteria are a country (the fixed field) and a unique combination of city and state obtained when the utility queried the database for records containing the fixed field value. All unique combinations of city and state are used for each country specified as a fixed field.

Assigning users and groups to the data filters

Finally, Jim logs in to the Marketing Platform with an account that has Admin access in the Marketing Platform.

He knows that groups have already been set up in the Marketing Platform with users assigned by city.

He goes to the Data Filter section and sees that the country, city, and state values from his data filters are available in the advanced search for data filters. He performs a search for a data filter, using Boston, a city in the USA, as a search criterion. The data filter for Boston appears in the search results.

Next, Jim performs a search for the Boston user group, which has been set up in the Marketing Platform to hold all field marketers who are responsible for marketing to customers in Boston. The Boston group appears in the search results.

Jim then selects the group and the data filter in the search results, and assigns the group to the data filter by clicking the Assign button.

He continues to perform searches for data filters and groups until all assignments are completed.

How to add data filters after the initial set has been created

You can continue to add data filters after you have created the initial set. For example, you might create a set of data filters based on countries and their city/state combinations, and later decide to create another set based on zip codes.

You can obtain the XML for additional data filters in either of the following ways.

- Modify your original XML file to add new filters. When you seed the database using the `dataFilteringScriptTool` utility, the Marketing Platform creates only the new data filters.
- Create an XML file specifying new data filters. When you seed the database using the `dataFilteringScriptTool` utility, existing data filters are not deleted.

Once you have created the XML, populate the data filter tables and assign users and groups as described in this guide.

Chapter 15. Managing Data Filters

IBM Unica Marketing administrators can specify data access restrictions in IBM Unica products based on configurable data filters. Data filters make it possible to restrict the customer data that an IBM Unica user can view and work with in IBM Unica applications.

To work with data filters in the **Settings > Data Filters** pages, the following must be true.

- The data filters must be set up in the Marketing Platform system tables, as described in Chapter 14, “Setting Up Data Filters,” on page 149.
- You must log in as a user with the **Administer Data Filters** page permission. By default, the **AdminRole** role has this permission.

Restricting data access through user and group assignments

To restrict data access for individual users or groups of users, you assign them to data filters. All users and groups that exist in IBM Unica Marketing are available for assignment to data filters. You can assign multiple users and groups to a single data filter, and you can also assign a user or a group to multiple data filters.

Note: Groups do not acquire the data filter assignments of their parent groups.

About advanced search

The IBM Unica Marketing provides a user interface for assigning users and groups to data filters. This user interface relies on an advanced search feature to obtain lists of users, groups, and data filters. You can select users and groups from these lists and assign them to data filters that you select.

Data filter search

The search feature for data filters provides search criteria that are the same as the criteria specified when the data filters were set up. For example, suppose a set of data filters is based on a field containing the following data relating to sales territories.

- Africa
- Asia
- Europe
- Middle East
- North America

The data filter advanced search would provide this data in a drop-down list from which you can select when searching for data filters.

User and group search

The advanced search feature for users and groups provides a text field where you can enter text for the search to match.

When a tab containing the user and group advanced search first loads, there is a wildcard (*) in both the User and Group text fields. A search performed using this wildcard returns all records.

If you delete the wildcard and do not enter any other text, leaving the field blank, no records are returned. For example, if you perform a search with the User text field blank and an asterisk in the Group text field, only groups would be listed in the results.

On the View Assignments tab, if you leave both the User and Group text fields blank, no records are returned regardless of what data filter criteria are selected.

When you enter text in the field, the search matches the characters you enter in the text field, in the order you enter them. For example, to obtain a group named North America, you could enter any letter or group of letters (in order) that occurs in the name. You would obtain North America in the results if you entered "north" or "h", but not if you entered "htron."

The search is not case-sensitive. That is, "North" is the same as "north."

Managing data filter assignments

This section describes how configure data filters and manage data filter assignments.

To view assigned data filters

1. Log in to the Marketing Platform as a user with the Marketing Platform AdminRole role and click **Data Filtering**.
The Data Filters page displays.
2. Click **View Assigned Data Filters**.
3. Perform an advanced search for assigned data filters to obtain search results.

A list of data filters that meet the criteria is displayed.

To assign users and groups to data filters

1. Log in to the Marketing Platform as a user with the Marketing Platform AdminRole role and click **Settings > Data Filters**.
The Data Filters page displays.
2. Click **Assign Users or Groups**.
3. Perform an advanced search for data filters to obtain a list of data filters.
4. Perform an advanced search for the users, groups, or both to obtain a list of users and groups.
5. From your search results lists, select data filters and the users and groups you want to assign to them.
6. Click **Assign**.

The selected users and groups are assigned to the selected data filters.

To remove data filter assignments

1. Log in to the Marketing Platform as a user with the Marketing Platform AdminRole role and click **Settings > Data Filters**.
The Data Filters page displays.

2. Click **View Assigned Data Filters**.
3. Perform an advanced search for assigned data filters to obtain search results from which you want to select.
4. From your search results list, select the data filters whose assignments you want to delete.
5. Click **Unassign**.

The selected assignments are deleted. The data filters themselves are not deleted.

Chapter 16. IBM Unica Marketing Platform Logs

You can use the system log to track usage and detect potential security problems. The system log can help you detect erroneous or malicious behavior as it occurs.

About the system log

You should check the system log first if the Marketing Platform application malfunctions or if you think a break-in might have occurred or been attempted.

The system log contains the following information.

- Configuration information and all errors and debugging information for the Marketing Platform.
- A record of key events as they occur on the Marketing Platform server (requests, grants, revokes, and failures).

About the configuration settings displayed in the system log

The first part of the system log shows the configuration settings that are read into the system from the `uasm.conf` configuration file on startup. Viewing the configuration settings in the log file is an easy way to check settings that control properties for IBM Unica Marketing passwords, the Marketing Platform authentication data store, the Marketing Platform web server root, and the system log and system audit trail.

Note: If a problem occurs when the system attempts to write to the system log file, the system writes to stdout (command line) instead of to a file.

System log entry format

The system log entries are in the following format.

Timestamp | Event severity level | Message

- **Timestamp** – The time the event occurred.
- **Event Severity Level** – The logging level of the event.
- **Message** – Description of the event. If the entry is a request to the server, the message typically contains the function called by the request. Response entries record the results of the requests.

Configuring the system log

You configure the system log using the `log4j.properties` file, located by default in the `conf` directory under your Marketing Platform installation. Changes to this file go into effect within 30 seconds after the file is saved.

Default system log settings

By default, the system log is configured as follows:

- Log file name: `platform.log`
- Log directory: `Unica/Platform/logs`
- Log level: `WARN`

- Number of backups: 1
- Maximum size of log files: 10MB

Note the following.

- If you increase the number of backups or size of the log files, verify that the machine on which the logs are stored has sufficient memory.
- Setting the logging level higher than the default might affect performance.

About logging levels in the system log

The possible logging levels in the system log are as follows, in ascending order.

- ERROR
- WARN
- INFO
- DEBUG
- TRACE

The higher levels include the information contained in all of the lower levels. For example, setting the level to DEBUG enables the DEBUG, INFO, WARN and ERROR traces.

If the logging level is set to DEBUG, the response messages include any SQL queries performed against the Marketing Platform data store.

Setting logging levels for the whole Marketing Platform system

You can change the logging level for all components of Marketing Platform by uncommenting the desired line in the Examples section of the file. To uncomment a line, remove the # character at the beginning of the line. If you make this change, be sure to add the # symbol to the beginning of the line specifying the previous logging level.

Setting logging levels for Marketing Platform components

You can set the logging level in the system log for specific components of the Marketing Platform. These components include:

- Localization
- User and group processing
- Data migration
- LDAP integration
- Authentication (server-side processing)
- The Configuration pages
- Database access
- Various third-party libraries (for example, ibatis)

By default, the component-level logging is turned off. To debug a specific module, remove the # character at the start of each line of the module in the `log4j.properties` file.

Where to find more information about log4j

You can find additional information about log4j in the following ways.

- See comments in the `log4j.properties` file.

- See <http://logging.apache.org/log4j/docs/documentation.html>.

Chapter 17. Configuration Process Checklists

Configuring data filters using the automatic generation method is a multi-step process. The following procedure provides an overview of the process, which is described in detail elsewhere in this guide.

1. “Plan your data filter criteria (automatic generation)” on page 160
Decide what customer data you want to secure.
2. “Obtain the JDBC driver for your database” on page 161
Obtain the Type 4 JDBC driver that provides connectivity to the database containing the table on which you want to base your data filters.
3. “Obtain required information (automatic generation)” on page 161
Gather the required database information, and, if you plan to use the data filters with an application in the Campaign family, the Campaign-related information.
4. “Create the XML to specify data filters (automatic generation)” on page 162
Create the XML file that specified the customer data used as criteria in each data filter.
5. “Populate the data filter system tables” on page 152
Run the `datafilteringScriptTool` utility, which uses your XML to populate the Marketing Platform system tables that are used for data filters.
6. “Assign users and groups to data filters” on page 152
Use the IBM Unica Marketing data filter user interface to perform searches for users, groups, and data filters and then select items from the search results and assign them.

Configuration process checklist (manual specification of data filters)

Configuring data filters using the manual specification method is a multi-step process. The following procedure provides an overview of the process, which is described in detail elsewhere in this guide.

1. “Plan your data filter criteria (manual generation)” on page 151
Decide what customer data you want to secure.
2. “Obtain required information (manual specification)” on page 151
Gather the required database information, and, if you plan to use the data filters with an application in the Campaign family, the Campaign-related information.
3. “Create the XML to specify data filters (automatic generation)” on page 162
Create the XML file that specified the customer data used as criteria in each data filter.
4. “Populate the data filter system tables” on page 152
Run the `datafilteringScriptTool` utility, which uses your XML to populate the Marketing Platform system tables that are used for data filters.
5. “Assign users and groups to data filters” on page 152
Use the IBM Unica Marketing data filter user interface to perform searches for users, groups, and data filters and then select items from the search results and assign them.

Configuration process checklist (Active Directory integration)

Integrating IBM Unica Marketing with Windows Active Directory is a multi-step process. The following procedure provides an overview of the process, which is described in detail elsewhere in this guide.

1. “Obtain required information” on page 110
Obtain information about your Windows Active Directory server, which is needed for integration with IBM Unica Marketing.
2. “Plan group membership and mapping” on page 111
If you are using group based synchronization, identify or create the groups in the Marketing Platform to which you will map your Active Directory groups.
3. “Store directory server credentials in the Marketing Platform” on page 111
If your directory server does not allow anonymous access (the most common configuration), configure an IBM Unica Marketing user account to hold a directory server administrator user name and password.
4. “Configure integration in IBM Unica Marketing” on page 112
Configure the Marketing Platform for integration by setting values on the Configuration page.
5. “Test synchronization” on page 114
Verify that users are imported as expected, and if you are using group based synchronization, verify that users and groups are synchronizing properly.
6. “Set up an Active Directory user with PlatformAdminRole permissions” on page 114
Set up administrator access to the Marketing Platform, required when Windows integrated login is enabled.
7. “Set security mode to Windows Integrated Login” on page 115
Set the security mode values on the Configuration page.
8. “Assign roles to mapped groups” on page 115
If you are using group based synchronization, implement your planned group application access.
9. “Restart the web application server” on page 115
This step is required to ensure that all of your changes are applied.
10. “Test login as an Active Directory user” on page 115
Verify that you can log in to IBM Unica Marketing as an Active Directory user.

Configuration process checklist (LDAP integration)

Integrating IBM Unica Marketing with LDAP is a multi-step process. The following procedure provides an overview of the process, which is described in detail elsewhere in this guide.

1. “Obtain required information” on page 110
Obtain information about your LDAP server, which is needed for integration with IBM Unica Marketing.
2. “Plan group membership and mapping” on page 111
If you are using group based synchronization, identify or create the groups in the Marketing Platform to which you will map your LDAP groups.
3. “Store directory server credentials in the Marketing Platform” on page 111

If your directory server does not allow anonymous access (the most common configuration), configure an IBM Unica Marketing user account to hold a directory server administrator user name and password.

4. “Configure integration in IBM Unica Marketing” on page 112
Configure the Marketing Platform for integration by setting values on the Configuration page.
5. “Test synchronization” on page 114
Verify that users are imported as expected, and if you are using group based synchronization, verify that users and groups are synchronizing properly.
6. “Set security mode to LDAP” on page 124
Set the security mode values in the Configuration page.
7. “Assign roles to mapped groups” on page 115
If you are using group based synchronization, implement your planned group application access.
8. “Restart the web application server” on page 115
This step is required to ensure that all of your changes are applied.
9. “Test login as an LDAP user” on page 125
Verify that you can log in to IBM Unica Marketing as an LDAP user.

Configuration process checklist (Web access control integration)

Integrating IBM Unica Marketing with a web access control system is a multi-step process. The following procedure provides an overview of the process, which is described in detail elsewhere in this guide.

1. “Perform LDAP integration” on page 132
Follow instructions for LDAP integration, stopping at the “Test synchronization” step.
2. “Configure web access control integration in IBM Unica Marketing” on page 132
Set web access control integration properties on the Configuration page.
3. “Restart the web application server” on page 115
This step is required to ensure that all of your changes are applied.
4. “Test web access control synchronization and IBM Unica Marketing login” on page 133
Verify that users and groups synchronize correctly in your web access control system and that you can log in to IBM Unica Marketing.

Configuration process checklist (SSL)

Configuring SSL in IBM Unica Marketing is a multi-step process. The following procedure provides an overview of the process, which is described in detail elsewhere in this chapter.

1. “Obtain or create certificates” on page 138
Obtain or create certificates if you prefer not to use the default certificates provided by IBM Unica and your application server.
2. “Configure your web application servers for SSL” on page 141
Enable an SSL port in every application server where an IBM Unica application is deployed. If you are not using the application server default certificate, configure it to use your certificate.

3. "Configure IBM Unica Marketing for SSL" on page 141
Set configuration properties in IBM Unica Marketing.
4. "Verify your SSL configuration" on page 146
Log in to each of your IBM Unica Marketing applications.

Chapter 18. IBM Unica Marketing Platform Utilities and SQL Scripts

This section provides an overview of the Marketing Platform utilities, including some details that apply to all of the utilities and which are not included in the individual utility descriptions.

Location of utilities

Marketing Platform utilities are located in the `tools/bin` directory under your Marketing Platform installation.

List and descriptions of utilities

The Marketing Platform provides the following utilities.

- “The `configTool` utility” on page 187 - imports, exports, and deletes configuration settings, including product registrations
- “The `datafilteringScriptTool` utility” on page 191 - creates data filters
- “The `encryptPasswords` utility” on page 192 - encrypts and stores passwords
- “The `partitionTool` utility” on page 194 - creates database entries for partitions
- “The `populateDb` utility” on page 196 - populates the Marketing Platform database
- “The `restoreAccess` utility” on page 196 - restores a user with the `platformAdminRole` role
- “The `scheduler_console_client` utility” on page 198 - lists or kicks off IBM Unica Scheduler jobs configured to listen for a trigger

Prerequisites for running Marketing Platform utilities

The following are prerequisites for running all Marketing Platform utilities.

- Run all utilities from the directory where they are located (by default, the `tools/bin` directory under your Marketing Platform installation).
- On UNIX, the best practice is to run the utilities with the same user account that runs the application server on which Marketing Platform is deployed. If you run a utility with a different user account, adjust the permissions on the `platform.log` file to allow that user account to write to it. If you do not adjust permissions, the utility is not able to write to the log file and you might see some error messages, although the tool should still function correctly.

Troubleshooting connection issues

If a Marketing Platform utility fails to complete its task successfully, you can use the following information to help you resolve the issue.

- All of the Marketing Platform utilities except `encryptPasswords` interact with the Marketing Platform system tables. To connect to the system table database, these utilities use the following connection information, which is set by the installer using information provided when the Marketing Platform was installed.
 - JDBC driver name
 - JDBC connection URL (which includes the host, port, and database name)
 - Data source login

- Data source password (encrypted)

This information is stored in the `jdbc.properties` file, located in the `tools/bin` directory under your Marketing Platform installation. Check the values in this file to ensure they are correct for your environment.

- In addition, Marketing Platform utilities rely on the `JAVA_HOME` environment variable, set either in the `setenv` script located in the `tools/bin` directory of your Marketing Platform installation, or on the command line.

The Marketing Platform installer should have set this variable automatically in the `setenv` script, but it is a good practice to verify that the `JAVA_HOME` variable is set if you have a problem running a utility. The JDK must be the Sun version (not, for example, the JRockit JDK available with WebLogic).

Wherever it is set, the `JAVA_HOME` environment variable must point to the 1.6 version of the Sun JRE.

If your `JAVA_HOME` environment variable points to an incorrect JRE, then you must unset the `JAVA_HOME` variable before you run the IBM Unica installers. You can do this as follows.

- Windows: In a command window, enter
`set JAVA_HOME=leave empty and press return key`
- *NIX-type systems: In the terminal, enter
`export JAVA_HOME=leave empty and press return key`

Do this before you invoke the Marketing Platform utility you want to run.

Special characters

Characters that are designated as reserved characters in the operating system must be escaped. Consult your operating system documentation for a list of reserved characters and how to escape them.

Standard options in Marketing Platform utilities

The following options are available in all Marketing Platform utilities.

`-l logLevel`

Set the level of log information displayed in the console. Options are high, medium, and low. The default is low.

`-L`

Set the locale for console messages. The default locale is `en_US`. The available option values are determined by the languages into which the Marketing Platform has been translated. Specify the locale using the ICU locale ID according to ISO 639-1 and ISO 3166.

`-h`

Display a brief usage message in the console.

`-m`

Display the manual page for this utility in the console.

`-v`

Display more execution details in the console.

Running Marketing Platform utilities on additional machines

On the machine where the Marketing Platform is installed, you can run the Marketing Platform utilities without any additional configuration. However, you might want to run the utilities from another machine on the network. This procedure describes the steps required to do this.

To set up Marketing Platform utilities on additional machines

1. Ensure that the machine on which you perform this procedure meets the following prerequisites.
 - The correct JDBC driver must exist on the machine or be accessible from it.
 - The machine must have network access to the Marketing Platform system tables.
 - The Java runtime environment must be installed on the machine or be accessible from it.
2. Gather the following information about the Marketing Platform system tables.
 - The fully qualified path for the JDBC driver file or files on your system.
 - The fully qualified path to an installation of the Java runtime environment.
The default value in the installer is the path to the 1.5 version of the JRE that the installer places under your IBM Unica installation directory. You can accept this default or specify a different path.
 - Database type
 - Database host
 - Database port
 - Database name/system ID
 - Database user name
 - Database password
3. Run the IBM installer and install the Marketing Platform.
Enter the database connection information that you gathered for the Marketing Platform system tables. If you are not familiar with the IBM installer, see the Campaign or Marketing Operations installation guide.
You do not have to deploy the Marketing Platform web application.

Reference: Marketing Platform utilities

This section describes the Marketing Platform utilities, with functional details, syntax, and examples.

The configTool utility

The properties and values on the Configuration page are stored in the Marketing Platform system tables. The configTool utility imports and exports configuration settings to and from the Marketing Platform system tables.

When to use configTool

You might want to use configTool for the following reasons.

- To import partition and data source templates supplied with Campaign or Attribution Modeler, which you can then modify and/or duplicate using the Configuration page.
- To register (import configuration properties for) IBM Unica Marketing products, if the product installer is unable to add the properties to the database automatically.
- To export an XML version of configuration settings for backup or to import into a different installation of IBM Unica Marketing.
- To delete categories that do not have the **Delete Category** link. You do this by using configTool to export your configuration, then manually deleting the XML that creates the category, and using configTool to import the edited XML.

Important: This utility modifies the `usm_configuration` and `usm_configuration_values` tables in the Marketing Platform system table database, which contain the configuration properties and their values. For best results, either create backup copies of these tables, or export your existing configurations using configTool and back up the resulting file so you have a way to restore your configuration if you make an error when using configTool to import.

Valid product names

The configTool utility uses product names as parameters with the commands that register and unregister products, as described later in this section. With the 8.0.0 release of IBM Unica Marketing, many product names changed. However, the names recognized by configTool did not change. The valid product names for use with configTool are listed below, along with the current names of the products.

Product name	Name used in configTool
Marketing Platform	Manager
Campaign	Campaign
Distributed Marketing	Collaborate
eMessage	emessage
Interact	interact
Optimize	Optimize
Marketing Operations	Plan
CustomerInsight	Insight
NetInsight	NetInsight
PredictiveInsight	Model
Leads	Leads
Attribution Modeler	AttributionModeler
Interaction History	InteractionHistory

Syntax

```
configTool -d -p "elementPath" [-o]
```

```
configTool -i -p "parent ElementPath" -f importFile [-o]
```

```
configTool -x -p "elementPath" -f exportFile
```



```
configTool -r productName -f registrationFile [-o]
```

```
configTool -u productName
```

Commands

-d -p "*elementPath*"

Delete configuration properties and their settings, specifying a path in the configuration property hierarchy.

The element path must use the internal names of categories and properties, which you can obtain by going to the Configuration page, selecting the wanted category or property, and looking at the path displayed in parentheses in the right pane. Delimit a path in the configuration property hierarchy using the | character, and surround the path with double quotes.

Note the following.

- Only categories and properties within an application may be deleted using this command, not whole applications. Use the -u command to unregister a whole application.
- To delete categories that do not have the **Delete Category** link on the Configuration page, use the -o option.

-i -p "*parentElementPath*" -f *importFile*

Import configuration properties and their settings from a specified XML file.

To import, you specify a path to the parent element under which you want to import your categories. The configTool utility imports properties *under* the category you specify in the path.

You can add categories at any level below the top level, but you cannot add a category at same level as the top category.

The parent element path must use the internal names of categories and properties, which you can obtain by going to the Configuration page, selecting the desired category or property, and looking at the path displayed in parentheses in the right pane. Delimit a path in the configuration property hierarchy using the | character, and surround the path with double quotes.

You can specify an import file location relative to the tools/bin directory or you can specify a full directory path. If you specify a relative path or no path, configTool first looks for the file relative to the tools/bin directory.

By default, this command does not overwrite an existing category, but you can use the -o option to force an overwrite.

-x -p "*elementPath*" -f *exportFile*

Export configuration properties and their settings to an XML file with a specified name.

You can export all configuration properties or limit the export to a specific category by specifying a path in the configuration property hierarchy.

The element path must use the internal names of categories and properties, which you can obtain by going to the Configuration page, selecting the wanted category or property, and looking at the path displayed in parenthesis in the right pane. Delimit a path in the configuration property hierarchy using the | character, and surround the path with double quotes.

You can specify an export file location relative to the current directory or you can specify a full directory path. If the file specification does not contain a separator (/ on Unix, / or \ on Windows), configTool writes the file to the tools/bin directory under your Marketing Platform installation. If you do not provide the xml extension, configTool adds it.

-r *productName* -f *registrationFile*

Register the application. The registration file location may be relative to the tools/bin directory or may be a full path. By default, this command does not overwrite an existing configuration, but you can use the -o option to force an overwrite. The *productName* parameter must be one of those listed above.

Note the following.

- When you use the -r option, the registration file must have <application> as the first tag in the XML.
Other files may be provided with your product that you can use to insert configuration properties into the Marketing Platform database. For these files, use the -i option. Only the file that has the <application> tag as the first tag can be used with the -r option.
- The registration file for the Marketing Platform is named Manager_config.xml, and the first tag is <Suite>. To register this file on a new installation, use the populateDb utility, or rerun the Marketing Platform installer as described in the *IBM Unica Marketing Platform Installation Guide*.
- After the initial installation, to reregister products other than the Marketing Platform, use configTool with the -r option and -o to overwrite the existing properties.

-u *productName*

Unregister an application specified by *productName*. You do not have to include a path to the product category; the product name is sufficient. The *productName* parameter must be one of those listed above. This removes all properties and configuration settings for the product.

Options

-o

When used with -i or -r, overwrites an existing category or product registration (node).

When used with -d allows you to delete a category (node) that does not have the **Delete Category** link on the Configuration page.

Examples

- Import configuration settings from a file named Product_config.xml located in the conf directory under the Marketing Platform installation.

```
configTool -i -p "Affinium" -f Product_config.xml
```

- Import one of the supplied Campaign data source templates into the default Campaign partition, partition1. The example assumes that you placed the Oracle data source template, OracleTemplate.xml, in the tools/bin directory under the Marketing Platform installation.

```
configTool -i -p "Affinium|Campaign|partitions|partition1|dataSources" -f OracleTemplate.xml
```

- Export all configuration settings to a file named myConfig.xml located in the D:\backups directory.

```
configTool -x -f D:\backups\myConfig.xml
```

- Export an existing Campaign partition (complete with data source entries), save it to a file named partitionTemplate.xml, and store it in the default tools/bin directory under the Marketing Platform installation.

```
configTool -x -p "Affinium|Campaign|partitions|partition1" -f partitionTemplate.xml
```

- Manually register an application named productName, using a file named app_config.xml located in the default tools/bin directory under the Marketing Platform installation, and force it to overwrite an existing registration of this application.

```
configTool -r product Name -f app_config.xml -o
```

- Unregister an application named productName.

```
configTool -u productName
```

The datafilteringScriptTool utility

The datafilteringScriptTool utility reads an XML file to populate the data filtering tables in the Marketing Platform system table database.

Depending on how you write the XML, you can use this utility in two ways.

- Using one set of XML elements, you can auto-generate data filters based on unique combinations of field values (one data filter for each unique combination).
- Using a slightly different set of XML elements, you can specify each data filter that the utility creates.

See *IBM Unica Marketing Platform the Administrator's Guide* for information about creating the XML.

When to use datafilteringScriptTool

You must use datafilteringScriptTool when you create new data filters.

Prerequisites

The Marketing Platform must be deployed and running.

Using datafilteringScriptTool with SSL

When the Marketing Platform is deployed using one-way SSL you must modify the datafilteringScriptTool script to add the SSL options that perform handshaking. To modify the script, you must have the following information.

- Truststore file name and path

- Truststore password

In a text editor, open the `datafilteringScriptTool` script (.bat or .sh) and find the lines that look like this (examples are Windows version).

```
:call exec
```

```
"%JAVA_HOME%\bin\java" -DUNICA_PLATFORM_HOME="%UNICA_PLATFORM_HOME%"
```

```
com.unica.management.client.datafiltering.tool.DataFilteringScriptTool %*
```

Edit these lines to look like this (new text is in **bold**). Substitute your truststore path and file name and truststore password for `myTrustStore.jks` and `myPassword`.

```
:call exec
```

```
SET SSL_OPTIONS=-Djavax.net.ssl.keyStoreType="JKS"
```

```
-Djavax.net.ssl.trustStore="C:\security\myTrustStore.jks"
```

```
-Djavax.net.ssl.trustStorePassword=myPassword
```

```
"%JAVA_HOME%\bin\java" -DUNICA_PLATFORM_HOME="%UNICA_PLATFORM_HOME%"  
%SSL_OPTIONS%
```

```
com.unica.management.client.datafiltering.tool.DataFilteringScriptTool %*
```

Syntax

```
datafilteringScriptTool -r pathfile
```

Commands

-r *path_file*

Import data filter specifications from a specified XML file. If the file is not located in the `tools/bin` directory under your installation, provide a path and enclose the *path_file* parameter in double quotation marks.

Example

- Use a file named `collaborateDataFilters.xml`, located in the `C:\unica\xml` directory, to populate the data filter system tables.

```
datafilteringScriptTool -r "C:\unica\xml\collaborateDataFilters.xml"
```

The encryptPasswords utility

The `encryptPasswords` utility is used to encrypt and store either of two passwords that the Marketing Platform uses, as follows.

- The password that the Marketing Platform uses to access its system tables. The utility replaces an existing encrypted password (stored in the `jdbc.properties` file, located in the `tools\bin` directory under your Marketing Platform installation) with a new one.
- The keystore password used by the Marketing Platform when it is configured to use SSL with a certificate other than the default one supplied with the Marketing

Platform or the web application server. The certificate can be either a self-signed certificate or a certificate from a certificate authority.

When to use encryptPasswords

Use encryptPasswords as for the following reasons.

- When you change the password of the account used to access your Marketing Platform system table database.
- When you have created a self-signed certificate or have obtained one from a certificate authority.

Prerequisites

- Before running encryptPasswords to encrypt and store a new database password, make a backup copy of the `jdbc.properties` file, located in the `tools/bin` directory under your Marketing Platform installation.
- Before running encryptPasswords to encrypt and store the keystore password, you must have created or obtained a digital certificate and know the keystore password.

See Chapter 18, “IBM Unica Marketing Platform Utilities and SQL Scripts,” on page 185 for additional prerequisites.

Syntax

```
encryptPasswords -d databasePassword
```

```
encryptPasswords -k keystorePassword
```

Commands

-d *databasePassword*

Encrypt the database password.

-k *keystorePassword*

Encrypt the keystore password and store it in a file named `pfile`.

Examples

- When the Marketing Platform was installed, the login for the system table database account was set to `myLogin`. Now, some time after installation, you have changed the password for this account to `newPassword`. Run `encryptPasswords` as follows to encrypt and store the database password.

```
encryptPasswords -d newPassword
```
- You are configuring an IBM Unica Marketing application to use SSL and have created or obtained a digital certificate. Run `encryptPasswords` as follows to encrypt and store the keystore password.

```
encryptPasswords -k myPassword
```

The partitionTool utility

Partitions are associated with Campaign policies and roles. These policies and roles and their partition associations are stored in the Marketing Platform system tables. The partitionTool utility seeds the Marketing Platform system tables with basic policy and role information for partitions.

When to use partitionTool

For each partition you create, you must use partitionTool to seed the Marketing Platform system tables with basic policy and role information.

See the installation guide appropriate for your version of Campaign for detailed instructions on setting up multiple partitions in Campaign.

Special characters and spaces

Any partition description or user, group, or partition name that contains spaces must be enclosed in double quotation marks.

See Chapter 18, “IBM Unica Marketing Platform Utilities and SQL Scripts,” on page 185 for additional restrictions.

Syntax

```
partitionTool -c -s sourcePartition -n newPartitionName [-u  
admin_user_name] [-d partitionDescription] [-g groupName]
```

Commands

The following commands are available in the partitionTool utility.

-c

Replicates (clones) the policies and roles for an existing partition specified using the -s option, and uses the name specified using the -n option. Both of these options are required with c. This command does the following.

- Creates a new IBM Unica Marketing user with the Admin role in both the Administrative Roles policy and the global policy in Campaign. The partition name you specify is automatically set as this user’s password.
- Creates a new Marketing Platform group and makes the new Admin user a member of that group.
- Creates a new partition object.
- Replicates all the policies associated with the source partition and associates them with the new partition.
- For each replicated policy, replicates all roles associated with the policy.
- For each replicated role, maps all functions in the same way that they were mapped in the source role.
- Assigns the new Marketing Platform group to the last system-defined Admin role created during role replication. If you are cloning the default partition, partition1, this role is the default Administrative Role (Admin).

Options

-d *partitionDescription*

Optional, used with -c only. Specifies a description that appears in the output from the -list command. Must be 256 characters or less. Enclose in double quotation marks if the description contains spaces.

-g *groupName*

Optional, used with -c only. Specifies the name of the Marketing Platform Admin group that the utility creates. The name must be unique within this instance of the Marketing Platform

If not defined, the name defaults to `partition_nameAdminGroup`.

-n *partitionName*

Optional with -list, required with -c. Must be 32 characters or less.

When used with -list, specifies the partition whose information is listed.

When used with -c, specifies the name of the new partition, and the partition name you specify is used as the password for the Admin user. The partition name must match the name you gave the partition in when you configured it (using the partition template on the Configuration page).

-s *sourcePartition*

Required, used with -c only. The name of the source partition to be replicated.

-u *adminUserName*

Optional, used with -c only. Specifies the user name of the Admin user for the replicated partition. The name must be unique within this instance of the Marketing Platform.

If not defined, the name defaults to `partitionNameAdminUser`.

The partition name is automatically set as this user's password.

Examples

- Create a partition with the following characteristics.
 - Cloned from partition1
 - Partition name is myPartition
 - Uses the default user name (myPartitionAdminUser) and password (myPartition)
 - Uses the default group name (myPartitionAdminGroup)
 - Description is "ClonedFromPartition1"

```
partitionTool -c -s partition1 -n myPartition -d "ClonedFromPartition1"
```
- Create a partition with the following characteristics.
 - Cloned from partition1
 - Partition name is partition2

- Specifies user name of customerA with the automatically assigned password of partition2
 - Specifies group name of customerAGroup
 - Description is "PartitionForCustomerAGroup"
- ```
partitionTool -c -s partition1 -n partition2 -u customerA -g
customerAGroup -d "PartitionForCustomerAGroup"
```

## The populateDb utility

The populateDb utility inserts default (seed) data in the Marketing Platform system tables.

The IBM installer can populate the Marketing Platform system tables with default data for the Marketing Platform and for Campaign. However, if your company policy does not permit the installer to change the database, or if the installer is unable to connect with the Marketing Platform system tables, you must insert default data in the Marketing Platform system tables using this utility.

For Campaign, this data includes security roles and permissions for the default partition. For the Marketing Platform, this data includes default users and groups, and security roles and permissions for the default partition.

### Syntax

```
populateDb -n productName
```

### Commands

```
-n productName
```

Insert default data into the Marketing Platform system tables. Valid product names are Manager (for the Marketing Platform) and Campaign (for Campaign).

### Examples

- Insert Marketing Platform default data manually.  
populateDb -n Manager
- Insert Campaign default data manually.  
populateDb -n Campaign

## The restoreAccess utility

The restoreAccess utility allows you to restore access to the Marketing Platform if all users with PlatformAdminRole privileges have been inadvertently locked out or if all ability to log in to the Marketing Platform has been lost.

### When to use restoreAccess

You might want to use restoreAccess under the two circumstances described in this section.

#### PlatformAdminRole users disabled



It is possible that all users with PlatformAdminRole privileges in the Marketing Platform might become disabled in the system. Here is an example of how the platform\_admin user account might become disabled. Suppose you have only one user with PlatformAdminRole privileges (the platform\_admin user). Assume the Maximum failed login attempts allowed property in the **General | Password settings** category on the Configuration page is set to 3. Then suppose someone who is attempting to log in as platform\_admin enters an incorrect password three times in a row. These failed login attempts cause the platform\_admin account to become disabled in the system.

In that case, you can use restoreAccess to add a user with PlatformAdminRole privileges to the Marketing Platform system tables without accessing the web interface.

When you run restoreAccess in this way, the utility creates a user with the login name and password you specify, and with PlatformAdminRole privileges.

If the user login name you specify exists in the Marketing Platform as an internal user, that user's password is changed.

Only a user with the login name of PlatformAdmin and with PlatformAdminRole privileges can universally administer all dashboards. So if the platform\_admin user is disabled and you create a user with restoreAccess, you should create a user with a login of platform\_admin.

### **Improper configuration of Active Directory integration**

If you implement Windows Active Directory integration with improper configuration and can no longer log in, use restoreAccess to restore the ability to log in.

When you run restoreAccess in this way, the utility changes the value of the Platform | Security | Login method property from Windows integrated login to Marketing Platform. This change allows you to log in with any user account that existed before you were locked out. You can optionally specify a new login name and password as well. You must restart the web application server on which the Marketing Platform is deployed if you use the restoreAccess utility in this way.

### **Password considerations**

Note the following about passwords when you use restoreAccess.

- The restoreAccess utility does not support blank passwords, and does not enforce password rules.
- If you specify a user name that is in use, the utility resets the password for that user.

### **Syntax**

```
restoreAccess -u loginName -p password
```

```
restoreAccess -r
```

### **Commands**

```
-r
```

When used without the `-u loginName` option, reset the value of the Unica | Security | Login method property to Marketing Platform. Requires restart of the web application server to take effect.

When used with the `-u loginName` option, create a PlatformAdminRole user.

## Options

### **-u loginName**

Create a user with PlatformAdminRole privileges with the specified login name. Must be used with the `-p` option.

### **-p password**

Specify the password for the user being created. Required with `-u`.

## Examples

- Create a user with PlatformAdminRole privileges. The login name is tempUser and the password is tempPassword.  
`restoreAccess -u tempUser -p tempPassword`
- Change the value of the login method to Unica Marketing Platform and create a user with PlatformAdminRole privileges. The login name is tempUser and the password is tempPassword.  
`restoreAccess -r -u tempUser -p tempPassword`

## The scheduler\_console\_client utility

Jobs configured in the IBM Unica Marketing Scheduler can be listed and kicked off by this utility, if they are set up to listen for a trigger.

### What to do if SSL is enabled

When the Marketing Platform web application is configured to use SSL, the JVM used by the scheduler\_console\_client utility must use the same SSL certificate that is used by the web application server on which the Marketing Platform is deployed.

Take the following steps to import the SSL certificate

- Determine the location of the JRE used by the scheduler\_console\_client.
  - If JAVA\_HOME is set as a system environment variable, the JRE it points to is the one used by the scheduler\_console\_client utility.
  - If JAVA\_HOME is not set as a system environment variable, the scheduler\_console\_client utility uses the JRE set either in the setenv script located in the tools/bin directory of your Marketing Platform installation, or on the command line.
- Import the SSL certificate used by the web application server on which the Marketing Platform is deployed to the JRE used by scheduler\_console\_client. The Sun JDK includes a program called keytool that you can use to import the certificate. Consult the Java documentation for complete details on using this program, or access the help by entering `-help` when you run the program.

If the certificates do not match, the Marketing Platform log file contains an error such as the following.

Caused by: sun.security.provider.certpath.SunCertPathBuilderException:  
unable to find valid certification path to requested target

## Prerequisites

The Marketing Platform must be installed, deployed, and running.

## Syntax

```
scheduler_console_client -v -t trigger_name user_name
```

```
scheduler_console_client -s -t trigger_name user_name
```

## Commands

**-v**

List the Scheduler jobs configured to listen for the specified trigger.

Must be used with the -t option.

**-s**

Execute the Scheduler jobs configured to listen for the specified trigger.

Must be used with the -t option.

## Options

**-t** *trigger\_name*

The name of the trigger, as configured in the Scheduler.

## Example

- List jobs configured to listen for a trigger named trigger1.  

```
scheduler_console_client -v -t trigger1
```
- Execute jobs configured to listen for a trigger named trigger1.  

```
scheduler_console_client -s -t trigger1
```

---

## About Marketing Platform SQL scripts

This section describes the SQL scripts provided with the Marketing Platform to perform various tasks relating to the Marketing Platform system tables. They are designed to be run against the Marketing Platform system tables.

The Marketing Platform SQL scripts are located in the db directory under your Marketing Platform installation.

You must use the database client to run the SQL against the Marketing Platform system tables.

---

## Reference: Marketing Platform SQL scripts

This section describes the Marketing Platform SQL scripts.

### Removing all data (ManagerSchema\_DeleteAll.sql)

The `Manager_Schema_DeleteAll.sql` script removes all data from the Marketing Platform system tables without removing the tables themselves. This script removes all users, groups, security credentials, data filters, and configuration settings from the Marketing Platform.

#### When to use ManagerSchema\_DeleteAll.sql

You might want to use `ManagerSchema_DeleteAll.sql` if corrupted data prevents you from using an instance of the Marketing Platform.

#### Additional requirements

To make the Marketing Platform operational after running `ManagerSchema_DeleteAll.sql`, you must perform the following steps.

- Run the `populateDB` utility as described in “The `populateDb` utility” on page 196. The `populateDB` utility restores the default configuration properties, users, roles, and groups, but does not restore any users, roles, and groups you have created or imported after initial installation.
- Use the `configTool` utility with the `config_navigation.xml` file to import menu items, as described in “The `configTool` utility” on page 187.
- If you have performed any post-installation configuration, such as creating data filters or integrating with an LDAP server or web access control platform, you must perform these configurations again.
- If you want to restore previously existing data filters, run the `datafilteringScriptTool` utility using the XML originally created to specify the data filters.

### Removing data filters only (ManagerSchema\_PurgeDataFiltering.sql)

The `ManagerSchema_PurgeDataFiltering.sql` script removes all data filtering data from the Marketing Platform system tables without removing the data filter tables themselves. This script removes all data filters, data filter configurations, audiences, and data filter assignments from the Marketing Platform.

#### When to use ManagerSchema\_PurgeDataFiltering.sql

You might want to use `ManagerSchema_PurgeDataFiltering.sql` if you need to remove all data filters without removing other data in the Marketing Platform system tables.

**Important:** The `ManagerSchema_PurgeDataFiltering.sql` script does not reset the values of the two data filter properties, `Default table name` and `Default audience name`. If these values are no longer valid for the data filters you want to use, you must set the values manually on the Configuration page.

## Removing system tables (ManagerSchema\_DropAll.sql)

The ManagerSchema\_DropAll.sql script removes all Marketing Platform system tables from a database. This script removes all tables, users, groups, security credentials, and configuration settings from the Marketing Platform.

**Note:** If you run this script against a database containing an earlier version of the Marketing Platform system tables, you might receive error messages in your database client stating that constraints do not exist. You can safely ignore these messages.

### When to use ManagerSchema\_DropAll.sql

You might want to use ManagerSchema\_DropAll.sql if you have uninstalled an instance of the Marketing Platform where the system tables are in a database that contains other tables you want to continue using.

### Additional requirements

To make the Marketing Platform operational after running this script, you must perform the following steps.

- Run the appropriate SQL script to re-create the system tables, as described in “Creating system tables.”
- Run the populateDB utility as described in “The populateDb utility” on page 196. Running the populateDB utility restores the default configuration properties, users, roles, and groups, but does not restore any users, roles, and groups you have created or imported after initial installation.
- Use the configTool utility with the config\_navigation.xml file to import menu items, as described in “The configTool utility” on page 187.
- If you have performed any post-installation configuration, such as creating data filters or integrating with an LDAP server or web access control platform, you must perform these configurations again.

## Creating system tables

Use the scripts described in the following table to create Marketing Platform system tables manually, when your company policy does not allow you to use the installer to create them automatically. The scripts are shown in the order in which you must run them.

| Datasource Type      | Script Names                                                                                                                                                                                                                                                                                                                                     |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| IBM DB2®             | <ul style="list-style-type: none"><li>• ManagerSchema_DB2.sql</li><li>• ManagerSchema__DB2_CeateFKConstraints.sql</li></ul> <p>If you plan to support multi-byte characters (for example, Chinese, Japanese, or Korean), use the ManagerSchema_DB2_unicode.sql script.</p> <ul style="list-style-type: none"><li>• active_portlets.sql</li></ul> |
| Microsoft SQL Server | <ul style="list-style-type: none"><li>• ManagerSchema_SqlServer.sql</li><li>• ManagerSchema__SqlServer_CeateFKConstraints.sql</li><li>• active_portlets.sql</li></ul>                                                                                                                                                                            |

| Datasource Type | Script Names                                                                                                                                                  |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Oracle          | <ul style="list-style-type: none"> <li>ManagerSchema_Oracle.sql</li> <li>ManagerSchema__Oracle_CeateFKConstraints.sql</li> <li>active_portlets.sql</li> </ul> |

If you plan to use the Scheduler feature that enables you to configure a flowchart to run at predefined intervals, you must also create the tables that support this feature. To create the Scheduler tables, run the appropriate script, as described in the following table.

| Data Source Type     | Script Name          |
|----------------------|----------------------|
| IBM DB2              | quartz_db2.sql       |
| Microsoft SQL Server | quartz_sqlServer.sql |
| Oracle               | quartz_oracle.sql    |

### When to use the create system tables scripts

You must use these scripts when you install or upgrade the Marketing Platform if you have not allowed the installer to create the system tables automatically, or if you have used ManagerSchema\_DropAll.sql to delete all Marketing Platform system tables from your database.

---

## Appendix A. Configuration Properties on the Configuration Page

This section describes the configuration properties found on the Configuration page.

---

### Marketing Platform configuration properties

This section describes the Marketing Platform configuration properties on the Configuration page.

#### General | Navigation

##### TCP port for secure connections

###### Description

Specifies the SSL port in the web application server on which the Marketing Platform is deployed. This property is used internally for communication among IBM products.

###### Default value

7001

##### TCP port for standard connections

###### Description

Specifies the HTTP port in the web application server on which the Marketing Platform is deployed. This property is used internally for communication among IBM products.

###### Default value

7001

##### Unica URL

###### Description

Specifies the URL used for the IBM Unica Marketing. This is set at installation time and normally should not be changed. Note that the URL contains the domain name, as shown in the following example.

```
protocol://machine_name_or_IP_address.domain_name:port_number/
context-root
```

The machine name should not be localhost.

###### Default value

Not defined

###### Example

In an environment configured for SSL, the URL might look like this:

```
https://machineName.companyDomain.com:8080/customer/unica
```

## General | Data filtering

### Default table name

#### Description

In conjunction with Default audience name, determines the set of data filters (that is, the data configuration) from which the data filter user interface in IBM Unica Marketing reads filters and assignments.

#### Default value

Undefined

#### Valid Values

Physical name of the customer table that contains the fields used as data filter criteria. Maximum of 50 characters of type varchar.

### Default audience name

#### Description

In conjunction with Default table name, determines the set of data filters (that is, the data configuration) from which the data filter user interface in IBM Unica Marketing reads filters and assignments.

#### Default value

Undefined

#### Valid Values

When configuring data filters for Distributed Marketing, the name must be the same as the name given to an audience level in Campaign. Maximum of 50 characters of type varchar.

## General | Password settings

Properties in this category specify the policies that apply to IBM Unica Marketing passwords. Most of these password options apply only to passwords for internal users (created within the Marketing Platform), not to external users (imported from an external system). The exception is the Maximum failed login attempts allowed property, which affects both internal and external users. Also note that this property does not override any similar restriction set in an external system.

### Maximum failed login attempts allowed

#### Description

Specifies the maximum number of times an invalid password may be entered each time a user logs in. If the maximum is reached, the user is disabled in the IBM Unica Marketing system, and no one can log in as that user.

If set to zero or less, the system allows an infinite number of consecutive failures.

#### Default value

3

#### Valid Values

Any integer



## Password history count

### Description

Specifies the number of old passwords the system retains for a user. The user is not allowed to reuse any passwords within this list of old passwords. If the value is set to zero or less, then no history is retained, and the user may reuse the same password repeatedly. Note that the password history count does not include the password initially assigned to a user account when it is created.

### Default value

0

### Valid Values

Any integer

## Validity (in days)

### Description

Specifies the number of days before a user's password expires.

If the value is zero or less, then the password never expires.

If the value is greater than zero, users are required to change their password the first time they log in, and the expiration interval is counted from the date of the first login.

If you change this value after users and passwords have been created, the new expiration date takes effect for existing users the next time they change their password.

### Default value

30

### Valid Values

Any integer

## Blank passwords allowed

### Description

Specifies whether the a blank password is allowed.If you set this to true you should also set Minimum character length=0.

### Default value

true

### Valid Values

true | false

## Allow identical user name and password

### Description

Specifies whether the user's password is allowed to be the same as the user's login name.

### Default value

false

**Valid Values**

true | false

**Minimum number of letter characters****Description**

Specifies the minimum number of letters required in a password. If the value is zero or less, then there is no minimum requirement.

**Default value**

0

**Valid Values**

Any integer

**Minimum number of numeric characters****Description**

Specifies the minimum number of numbers required in a password. If the value is zero or less, then there is no minimum requirement.

**Default value**

0

**Valid Values**

Any integer

**Minimum character length****Description**

Specifies the minimum length of a password. If the value is zero or less, then there is no minimum requirement. If you set the value to greater than 0, you should also set Blank passwords allowed=false.

**Default value**

4

**Valid Values**

Any integer

**General | Miscellaneous**

Properties in this category specify values that are used internally, as well as a value you may need to set for the locale.

**TokenLifetime****Description**

Specifies the length of time, in seconds, that a token generated by the Marketing Platform is valid. It is part of the suite sign-on implementation, and you should not change this value.

**Default value**

15

**Valid Values**

Any positive integer

## Default region

### Description

Specifies the default locale for the Marketing Platform. If you plan to install Campaign, you should set this value to match the locale set for Campaign in Campaign's defaultLocale property.

### Default value

en\_US

### Valid Values

Supported locales

## Trusted application enabled

### Description

When this value is set to True, the Marketing Platform must be deployed in an environment that has an SSL port and the Unica URL property in the General > Navigation category must be set to use https.

### Default value

False

### Valid Values

True | False

## Platform

### Region setting

#### Description

Specifies the locale preference for IBM Unica Marketing users. When you set this property on the Configuration page, the setting you apply is the default setting throughout IBM Unica Marketing for all users, except those whose locale preference is set individually through the Marketing Platform's User page. When you set this property for an individual user, the setting you apply for that user overrides the default setting.

This preference setting affects display of the language, time, numbers, and dates in IBM Unica Marketing applications.

Availability of locales may vary depending on the IBM Unica Marketing application, and not all IBM Unica applications support this locale setting in the Marketing Platform. See specific product documentation to determine availability and support for the Region setting property.

#### Default value

English (United States)

### Help server

#### Description

The URL of the server on which IBM Unica hosted online help is installed. If IBM Unica Marketing users have internet access, you should not change the default value, which points to the online help server maintained and updated by IBM Unica .

**Default value**

The URL of the hosted help server.

**Valid Values**

Any server on which IBM Unica hosted help is installed.

**Unica Marketing Operations - Campaign integration****Description**

A flag indicating whether Marketing Operations and Campaign are installed together and integrated. For more information about configuring this integration, see the *IBM Unica Marketing Operations and Campaign Integration Guide*.

**Default value**

False

**Valid Values**

True | False

**Unica Marketing Operations - Offer integration****Description**

For systems that integrate Marketing Operations with Campaign, this flag indicates whether offer integration is also enabled. Offer integration enables the ability to use Marketing Operations to perform offer lifecycle management tasks. For more information about configuring this integration, see the *IBM Unica Marketing Operations and Campaign Integration Guide*.

**Default value**

False

**Valid Values**

True | False

**Start page****Description**

The URL of the page that appears when users log in to IBM Unica Marketing. The default is the default dashboard.

**Default value**

The default dashboard.

**Valid Values**

Any IBM Unica Marketing URL except form submissions pages, edit pages, and search result pages.

**Domain name****Description**

The name of the domain where IBM Unica Marketing is installed. The value is set during installation. You should not change this unless the domain name changes.

**Default value**

Not defined

## Disable Page Tagging

### Description

When set to the default value of `False`, IBM Unica uses the Site ID code that was entered during Marketing Platform installation to gather basic statistics that track overall product usage trends to develop and improve IBM Unica products. If you do not want to have such information collected, set this property to `True`.

### Default value

`False`

### Valid Values

`True` | `False`

## Platform | Scheduler

### Client polling interval

#### Description

Campaign polls the IBM Scheduler for jobs at regular intervals, specified in milliseconds by this value. The default value is 60 seconds. You should not set this property to any value less than 10000 (10 seconds), because this can decrease campaign performance.

#### Default value

`60000`

### Client initialization delay

#### Description

The amount of time, expressed in milliseconds, that the Campaign scheduler thread waits before polling the IBM Scheduler for jobs when Campaign first starts up. Set this value to be at least as long as it takes for Campaign to fully start up on your system. The default value is five minutes.

#### Default value

`300000`

#### Valid Values

Any integer

## Platform | Scheduler | Recurrence definitions

Properties in this category set the recurrence patterns for the IBM Scheduler. These appear in the dialog box you use if you set a recurrence pattern when you create a schedule. You can use the Recurrence template to create your own recurrence pattern, using any valid Cron expression.

### Every hour

#### Description

The job is triggered every hour.

#### Default value

`0 0 0/1 * * ?`

## Every day

### Description

The job is triggered every 24 hours.

### Default value

0 0 0 \* \* ?

## Every [day of week] at 12:00 am

### Description

The job is triggered on the specified day of the week at 12:00 am.

### Default value

- Monday - 0 0 0 ? \* MON
- Tuesday - 0 0 0 ? \* TUE
- Wednesday - 0 0 0 ? \* WED
- Thursday - 0 0 0 ? \* THU
- Friday - 0 0 0 ? \* FRI
- Saturday - 0 0 0 ? \* SAT
- Sunday - 0 0 0 ? \* SUN

## [First|Last] day of every month at 12:00 am

### Description

The job is triggered on the specified day of the month (first or last) at 12:00 am.

### Default value

- First day of every month - 0 0 0 1 \* ?
- Last day of every month - 0 0 0 L \* ?

## [First|Last] day of every quarter at 12:00 am

### Description

The job is triggered on the specified day of the calendar quarter (first or last day) at 12:00 am.

### Default value

- First day of every quarter - 0 0 0 1 \* JAN,APR,JUL,OCT
- Last day of every quarter - 0 0 0 L \* MAR,JUN,SEP,DEC

## [First|Last] day of every year at 12:00 am

### Description

The job is triggered on the specified day of the year (first or last) at 12:00 am.

### Default value

- First day of every year - 0 0 0 1 ? JAN \*
- Last day of every year - 0 0 0 L ? DEC \*

## Every [month] at 12:00 am

### Description

The job is triggered on the first day of the specified month at 12:00 am.

### Default value

- Every January - 0 0 0 1 ? JAN \*
- Every February - 0 0 0 1 ? FEB \*
- Every March - 0 0 0 1 ? MAR \*
- Every April - 0 0 0 1 ? APR \*
- Every May - 0 0 0 1 ? MAY \*
- Every June - 0 0 0 1 ? JUN \*
- Every July - 0 0 0 1 ? JUL \*
- Every August - 0 0 0 1 ? AUG \*
- Every September - 0 0 0 1 ? SEP \*
- Every October - 0 0 0 1 ? OCT \*
- Every November - 0 0 0 1 ? NOV \*
- Every December - 0 0 0 1 ? DEC \*

## Platform | Scheduler | Schedule registrations | Campaign | [Object type]

A different category exists for each of the object types that can be scheduled with the IBM scheduler. Properties in these categories should not normally be changed.

### Executor class name

#### Description

The class that the IBM Scheduler uses to trigger a flowchart or mailing run.

#### Default value

### Status polling interval

#### Description

At regular intervals, the IBM Scheduler polls Campaign for the run status of scheduled objects that have not reported status. The interval is specified here in milliseconds. The default value is 10 minutes. Setting a more frequent polling interval (a smaller value) affects the system performance. Setting a less frequent polling interval (a larger value) reduces the load on the system. For example, you might want to set a less frequent polling interval when you have a large number of Campaign flowcharts that take more than 10 minutes to complete.

#### Default value

600000

## Platform | Scheduler | Schedule registrations | Campaign | [Object type] | [Throttling group]

Default throttling groups exist for each of the object types that can be scheduled with the IBM Unica scheduler. You can use the throttling group template to create additional groups.

### Throttling threshold

#### Description

The greatest number of schedules associated with this group that can run concurrently. The configured scheduler groups appear in the **Scheduler Group** drop-down list in the Scheduler user interface for creating and editing schedules. The default throttling group is set to 999, which is effectively no limit. Because all schedules must belong to a throttling group, you should leave this value unchanged so that schedules that you do not want to throttle can be assigned to this group.

#### Default value

#### Valid Values

Any positive integer.

## Platform | Security Login method

#### Description

Specifies the authentication mode for all IBM Unica Marketing products installed and configured to work together, as follows:

- If you set the value to Windows integrated login, IBM Unica Marketing products use Windows Active Directory for authentication.
- If you set the value to Unica Marketing Platform, IBM Unica Marketing products use the Marketing Platform for authentication and authorization.
- If you set the value to LDAP, IBM Unica Marketing products use an LDAP server for authentication.
- If you set the value to Web access control, IBM Unica Marketing products use web access control software for authentication.

#### Default value

Unica Marketing Platform

#### Valid Values

Windows integrated login | Unica Marketing Platform | LDAP | Web access control

## Platform | Security | Login method details | Windows integrated login

### Domain

#### Description

Sets the value of JCIFS SMB client library property `jcifs.smb.client.Domain`. Specifies the domain that is used if no domain is



specified in an SMB URL. Set this value to the Windows domain name. For most environments, set either this property or the Domain Controller property.

**Default value**

Undefined.

**Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory server and Windows integrated login is enabled.

**Client Timeout****Description**

Sets the value of JCIFS SMB client library property `jcifs.smb.client.soTimeout`. Specifies the amount of time, in milliseconds, before sockets are closed if there is no activity between the client and server. This number should be as small as possible but long enough to allow the protocol handshaking to complete, which depends on network characteristics.

**Default value**

1000

**Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory server and Windows integrated login is enabled.

**Cache Policy****Description**

Sets the value of JCIFS SMB client library property `jcifs.netbios.cachePolicy`. Specifies the amount of time, in seconds, that the NetBIOS name is cached to reduce redundant name queries. If the value is set to 0 is no caching takes place. If the value is set to -1 the cache is never cleared. This property is used when SMB signing is enabled and required in a Windows 2003 domain.

**Default value**

0

**Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory server and Windows integrated login is enabled.

**Domain Controller****Description**

Sets the value of JCIFS SMB client library property `jcifs.http.domainController`. Specifies the IP address of a server that should be used to authenticate HTTP clients (used by NtlmHttpFilter and

NetworkExplorer). You may use the IP address of a workstation in the domain specified in the Domain property. For most environments, set either this property or the Domain property.

**Default value**

Undefined.

**Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory server and Windows integrated login is enabled.

**IP of the WINS server****Description**

Sets the value of JCIFS SMB client library property `jcifs.netbios.wins`. Specifies the IP address of the WINS server. You may enter multiple IP addresses, separated by commas (for example 192.168.100.30, 192.168.100.31). The WINS server is queried to resolve the domain specified in the Domain property to an IP address of a domain controller. This property is required when accessing hosts on different subnet (such as a domain controller by name) and it is highly recommended if a WINS server is available.

**Default value**

Undefined

**Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory server and Windows integrated login is enabled and Windows integrated login is enabled.

**Strip Domain****Description**

Specifies whether the Marketing Platform removes a domain from users' login names when they access the IBM Unica Marketing. If your Windows configuration requires a domain to be included with users' login names when they log in, set this value to False.

**Default value**

True

**Valid Values**

True | False

**Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory server and Windows integrated login is enabled.

**Retry on Authentication Failure****Description**

If a user login fails, the system allows another login attempt if this value is set to True. Set to False if you want to disallow more than one login attempt.

**Default value**

True

**Valid Values**

True | False

**Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory server and Windows integrated login is enabled.

## **Platform | Security | Login method details | LDAP**

### **LDAP server host name**

**Description**

Specifies the name or IP address of the LDAP server. Set the value to the machine name or IP address of the LDAP server. For example:  
machineName.companyDomain.com

If you are integrating with Windows Active Directory, use the server name instead of the DNS name.

**Default value**

Undefined

**Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

### **LDAP server port**

**Description**

Specifies the port on which the LDAP server listens. Set the value to the appropriate port number. Typically, the port number is 389 (636 if SSL is used).

**Default value**

389

**Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

### **User search filter**

**Description**

Specifies the filter to use to search for users. Valid values are any valid LDAP search filter (see RFC 2254). Note that you must XML-escape any XML characters in this value.

Typically, the value for the user login attribute is uid for LDAP servers and sAMAccountName for Windows Active Directory servers. You should verify

this on your LDAP or Active Directory server. If your LDAP server is Windows Active Directory, you should change the default value of this property to use sAMAccountName rather than uid. For example:

```
(&(|(objectClass=user)(objectClass=person))(sAMAccountName={0}))
```

**Default value**

```
(&(|(objectClass=user)(objectClass=person))(uid={0}))
```

**Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

## **Use credentials stored in Unica**

**Description**

Specifies whether the Marketing Platform uses credentials from the Marketing Platform database when searching the LDAP or Windows Active Directory server during user authentication (at login time).

If this value is true, the Marketing Platform uses credentials from the Marketing Platform database, and you must set the appropriate values for the Unica user for LDAP credentials and Data source for LDAP credentials properties in this category.

If your LDAP or Windows Active Directory server does not allow anonymous access, set this value to true.

If this value is false, the Marketing Platform connects with the LDAP or Windows Active Directory server anonymously. You may set this value to false if your LDAP or Windows Active Directory server allows anonymous access.

**Default value**

false

**Valid Values**

true | false

**Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

## **Unica user for LDAP credentials**

**Description**

Specifies the name of the IBM Unica Marketing user that has been given LDAP administrator login credentials. Set this value if you set the Use credentials stored in Unica property in this category to true.

Set the value of this property to the user name you created for the IBM Unica Marketing user when you configured LDAP integration. This property works in conjunction with the Data source for LDAP credentials property in this category.

**Default value**

asm\_admin

**Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

## Data source for LDAP credentials

### Description

Specifies the Marketing Platform data source for LDAP administrator credentials. Set this value if you set the Use credentials stored in Unica property in this category to true.

Set the value of this property to the data source name you created for the IBM Unica Marketing user when you configured LDAP integration. This property works in conjunction with the Unica user for LDAP credentials property in this category.

### Default value

Undefined

### Availability

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

## Base DN

### Description

Specifies the base distinguishing name (DN) pointing to the root of the LDAP directory structure.

### Default value

[CHANGE ME]

### Valid Values

Any valid DN (see RFC 1779, RFC 2253)

### Availability

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

## Require SSL for LDAP connection

### Path

Platform | Security | LDAP

### Description

Specifies whether the Marketing Platform uses SSL when it connects to the LDAP server to authenticate users. If you set the value to true , the connection is secured using SSL.

### Default value

false

### Valid Values

true | false

## Platform | Security | Login method details | Web access control

### Username pattern

#### Description

Java regular expression used to extract the user login from the HTTP header variable in web access control software. Note that you must XML-escape any XML characters in the regular expression. The recommended value for SiteMinder and Tivoli® Access Manager is `\w*`

#### Default value

Undefined

#### Valid Values

Any Java regular expression.

#### Availability

This property is used only when the Marketing Platform is configured to integrate with web access control software.

### Web access control header variable

#### Description

Specifies the HTTP header variable configured in the web access control software, which is submitted to the web application server. By default, SiteMinder uses `sm_user` and Tivoli Access Manager (TAM) uses `iv-user`. For TAM, set this value to the user name component of the IBM Raw string, not the IBM HTTP string.

#### Default value

Undefined

#### Valid Values

Any string

#### Availability

This property is used only when the Marketing Platform is configured to integrate with web access control software.

## Platform | Security | Login method details | LDAP synchronization

### LDAP sync enabled

#### Description

Set to true to enable LDAP or Active Directory synchronization.

#### Default value

false

#### Valid Values

true | false

#### Availability

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

## **LDAP sync interval**

### **Description**

The Marketing Platform synchronizes with the LDAP or Active Directory server at regular intervals, specified in seconds here. If the value is zero or less, the Marketing Platform does not synchronize. If the value is a positive integer, the new value takes effect without a restart within ten minutes. Subsequent changes take effect within the configured interval time.

### **Default value**

600, or ten minutes

### **Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

## **LDAP sync delay**

### **Description**

This the time (in 24 hour format) after which the periodic synchronization with the LDAP server begins, after the Marketing Platform is started. For example an LDAP sync delay of 23:00 and an LDAP sync interval of 600 mean that when the Marketing Platform starts, the periodic synchronization starts to execute at 11:00 PM and executes every 10 minutes (600 seconds) thereafter.

### **Default value**

23:00, or 11:00pm

### **Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

## **LDAP sync timeout**

### **Description**

The LDAP sync timeout property specifies the maximum length of time, in minutes, after the start of a synchronization before the Marketing Platform marks the process ended. The Platform allows only one synchronization process to run at a time. If a synchronization fails, it is marked as ended whether it completed successfully or not.

This is most useful in a clustered environment. For example, if the Marketing Platform is deployed in a cluster, one server in the cluster might start an LDAP synchronization and then go down before the process is marked as ended. In that case, the Marketing Platform will wait for the amount of time specified in this property, and then it will start the next scheduled synchronization.

### **Default value**

600, (600 minutes, or ten hours)

### **Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

## LDAP sync scope

### Description

Controls the scope of the initial query to retrieve the set of users. You should retain the default value of SUBTREE for synchronizing with most LDAP servers.

### Default value

SUBTREE

### Valid Values

The values are standard LDAP search scope terms.

- OBJECT - Search only the entry at the base DN, resulting in only that entry being returned
- ONE\_LEVEL - Search all entries one level under the base DN, but not including the base DN.
- SUBTREE - Search all entries at all levels under and including the specified base DN.

### Availability

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

## LDAP provider URL

### Description

For most implementations, set to the LDAP URL of the LDAP or Active Directory server, in one of the following forms:

- ldap://IP\_address:port\_number
- ldap://machineName.domain.com:port\_number

On LDAP servers, the port number is typically 389 (636 if SSL is used).

If IBM Unica Marketing is integrated with an Active Directory server, and your Active Directory implementation uses serverless bind, set the value of this property to the URL for your Active Directory server, using the following form:

ldap:///dc=example,dc=com

### Default value

Undefined

### Availability

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

## Require SSL for LDAP connection

### Path

Platform | Security | LDAP synchronization

### Description



Specifies whether the Marketing Platform uses SSL when it connects to the LDAP server to synchronize users. If you set the value to true, the connection is secured using SSL.

**Default value**

false

**Valid Values**

true | false

**Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

## **LDAP config Unica group delimiter**

**Description**

In the LDAP reference to Unica group map category, if you want to map one LDAP or Active Directory group to multiple Marketing Platform groups, use the delimiter specified here. It can be any single character that does not appear in the names it is separating.

**Default value**

; (semicolon)

**Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

## **LDAP reference config delimiter**

**Description**

Specifies the delimiter that separates the SEARCHBASE and FILTER components that make up the LDAP or Active Directory reference (described in the LDAP references for Unica user creation category).

FILTER is optional: if omitted, the Marketing Platform server dynamically creates the filter based on the value of LDAP user reference attribute name.

**Default value**

; (semicolon)

**Valid Values**

Any single character that does not appear in the names it is separating.

**Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

## **Unica user for LDAP credentials**

**Description**

Specifies the name of IBM Unica Marketing user that has been given LDAP administrator login credentials.

Set the value of this property to the user name you created for the IBM Unica Marketing user when you configured LDAP integration. This property works in conjunction with the Data source for LDAP credentials property in this category.

**Default value**

asm\_admin

**Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

**Data source for LDAP credentials****Description**

Specifies the Marketing Platform data source for LDAP administrator credentials.

Set the value of this property to the data source name you created for the IBM Unica Marketing user when you configured LDAP integration. This property works in conjunction with the Unica user for LDAP credentials property in this category.

**Default value**

Undefined

**Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

**LDAP user reference attribute name****Description**

Specifies the name that your LDAP or Active Directory server uses for the user attribute in the Group object. Typically, this value is uniquemember in LDAP servers and member in Windows Active Directory servers.

If you omit the FILTER reference in the LDAP references for AM user creation and LDAP references to AM group map sections, the Marketing Platform server dynamically creates the filter based on this value, so you should verify this on your LDAP or Active Directory server.

**Default value**

member

**Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

**User login****Description**

Maps the IBM Unica Marketing user's login to the equivalent user attribute in your LDAP or Active Directory server. User login is the only required mapping. Typically, the value for this attribute is uid for LDAP servers and sAMAccountName for Windows Active Directory servers. You should verify this on your LDAP or Active Directory server.

**Default value**

uid

**Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

**First name****Description**

Maps the First Name user attribute in the Marketing Platform to the equivalent user attribute in your LDAP or Active Directory server.

**Default value**

givenName

**Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

**Last name****Description**

Maps the Last Name user attribute in the Marketing Platform to the equivalent user attribute in your LDAP or Active Directory server.

**Default value**

sn

**Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

**User title****Description**

Maps the Title user attribute in the Marketing Platform to the equivalent user attribute in your LDAP or Active Directory server.

**Default value**

title

**Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

**Department****Description**

Maps the Department user attribute in the Marketing Platform to the equivalent user attribute in your LDAP or Active Directory server.

**Default value**

Undefined

**Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

## **Company**

### **Description**

Maps the Company user attribute in the Marketing Platform to the equivalent user attribute in your LDAP or Active Directory server.

### **Default value**

Undefined

### **Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

## **Country**

### **Description**

Maps the Country user attribute in the Marketing Platform to the equivalent user attribute in your LDAP or Active Directory server.

### **Default value**

Undefined

### **Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

## **User email**

### **Description**

Maps the Email Address attribute in the Marketing Platform to the equivalent user attribute in your LDAP or Active Directory server.

### **Default value**

mail

### **Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

## **Address 1**

### **Description**

Maps the Address user attribute in the Marketing Platform to the equivalent user attribute in your LDAP or Active Directory server.

### **Default value**

Undefined

### **Availability**

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

## Work phone

### Description

Maps the Work Phone user attribute in the Marketing Platform to the equivalent user attribute in your LDAP or Active Directory server.

### Default value

telephoneNumber

### Availability

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

## Mobile phone

### Description

Maps the Mobile Phone user attribute in the Marketing Platform to the equivalent user attribute in your LDAP or Active Directory server.

### Default value

Undefined

### Availability

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

## Home phone

### Description

Maps the Home Phone user attribute in the Marketing Platform to the equivalent user attribute in your LDAP or Active Directory server.

### Default value

Undefined

### Availability

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

## Alternate login

### Description

Maps the Alternate Login user attribute in the Marketing Platform to the equivalent user attribute in your LDAP or Active Directory server.

### Default value

Undefined

### Availability

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

## Platform | Security | Login method details | LDAP synchronization | LDAP reference to Unica group map LDAP reference map

### Description

Users who are members of the LDAP or Active Directory group specified here are imported to the Marketing Platform group specified in the Unica group property.

Set the value of this property using the following syntax: SEARCHBASE DELIMITER FILTER where:

SEARCHBASE is the Distinguished Name (DN) of the object.

DELIMITER is the value of the LDAP config AM group delimiter property.

FILTER is the LDAP or Active Directory attribute filter. FILTER is optional: if omitted, the Marketing Platform server dynamically creates the filter based on the value of the LDAP user reference attribute name property.

### Default value

Undefined

### Availability

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

## Unica group

### Description

Users who are members of the LDAP or Active Directory group specified in the LDAP reference group property are imported to the Marketing Platform group specified here.

### Default value

Undefined

### Availability

This property is used only when the Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

---

## IBM Coremetrics configuration properties

This section describes the IBM Coremetrics configuration properties on the Configuration page.

These configuration properties are used in configuring single sign-on between IBM Coremetrics and IBM Unica Marketing. See the *IBM Unica Marketing Platform Administrator's Guide* for details about this integration.

## Coremetrics

### Enable Coremetrics Analytics

#### Description

This is part of the configuration for enabling single sign-on between IBM Coremetrics and IBM Unica Marketing.

Set to true as one of the steps for enabling single sign-on.

See the *IBM Unica Marketing Platform Administrator's Guide* for details about this integration.

**Default value**

false

## **Coremetrics | Integration | partitions | partition[n]**

### **Platform user for Coremetrics account**

**Description**

Specifies the login name of the IBM Unica Marketing user account that holds the IBM Coremetrics shared secret in a data source.

This is part of the configuration for enabling single sign-on between IBM Coremetrics and IBM Unica Marketing. See the *IBM Unica Marketing Platform Administrator's Guide* for details about this integration.

**Default value**

asm\_admin

### **Datasource for Coremetrics account**

**Description**

Specifies the name of the data source created to hold the IBM Coremetrics shared secret.

This is part of the configuration for enabling single sign-on between IBM Coremetrics and IBM Unica Marketing. See the *IBM Unica Marketing Platform Administrator's Guide* for details about this integration.

**Default value**

CoremetricsDS

---

## **Interaction History Configuration Properties**

This section describes the Interaction History configuration properties on the Configuration page.

### **Interaction History**

Properties in this category specify values that are used internally. Normally, these values are set automatically during installation.

#### **ETL Server Name (without domain)**

**Description**

The name of the machine on which Interaction History is installed. If for some reason you have to set this value manually, use the machine name, not localhost.

**Default value**

localhost

## Operating System

### Description

The operating system on which Interaction History is installed.

### Default value

Windows

### Valid values

Windows | AIX | Linux | Solaris

## Interaction History | navigation

Properties in this category specify values that are used internally to navigate among IBM Unica products.

### HTTPS Port

#### Description

Specifies the SSL port in the web application server on which Interaction History is deployed. This property is used internally for communication among IBM Unica products, when SSL is enabled.

#### Default value

7001

#### Valid values

### HTTP Port

#### Description

Specifies the HTTP port in the web application server on which Interaction History is deployed. This property is used internally for communication among IBM Unica products.

#### Default value

7001

#### Valid values

### Server URL

#### Description

Specifies the URL used for the IBM Unica Marketing. This is set at installation time and normally should not be changed. Note that the URL contains the domain name, as shown in the following example.

*protocol://machine\_name\_or\_IP\_address.domain\_name:port\_number/context-root*

The machine name should not be localhost.

#### Default value

Not defined

#### Example

In an environment configured for SSL, the URL might look like this:

`https://machineName.companyDomain.com:8080/customer/unica`



## Display Name

### Description

This setting is used internally, and you should not change it.

### Default value

InteractionHistory

## Scheduler Edit Page URI

### Description

This setting is used internally, and you should not change it.

### Default value

jsp/scheduleOverride.jsp?taskId=

## Logout URL

### Description

This setting is used internally, and you should not change it.

### Default value

logout.do

## Interaction History | partitions | partition[n] | datasource

Properties in this category specify details about the Interaction History system tables.

Each partition that you add includes this sub category.

## Database Type

### Description

The Interaction History | partitions | partition[n] | dataSource property specifies the database type of the Interaction History system tables for this partition.

### Default value

SQLSERVER

### Valid values

SQLSERVER | DB2 | ORACLE | NETEZZA

## JNDI Name

### Description

The Interaction History | partitions | partition[n] | jndiName property specifies the jndi name used in the web application server for the JDBC connection to the Interaction History system tables.

### Default value

[Change me]

## Interaction History DSN

### Description

Set this property as follows.

- If the database or schema type is SQLServer, set to the name of the ODBC connection configured to connect to this data source.
- If the database or schema type is DB2, set to the DB2 instance name.
- If the database or schema type is Oracle, set to the TNS name specified in the `tnsnames.ora` file.

### Default value

[Change me]

## Datasource UserName

### Description

Set to the login name of the IBM Unica Marketing user account that has the data source holding the database credentials for the Interaction History system table database or schema.

### Default value

[Change me]

## Interaction History DSN Database (Only for DB2)

### Description

The name of the database or schema that holds the Interaction History system tables.

### Default value

[Change me]

## Interaction History | partitions | partition[n] | configuration ThresholdValueForResponse

### Description

Reports should not show stimuli that are associated with a very small amount of credit. This property allows you to eliminate these smaller credits so that they do not overwhelm the report.

Any contact that receives credit for a response with a value lower than the threshold set by this property is not included in reports. Instead, this credit is distributed to other contacts that are eligible to receive credit for this response.

### Default value

0.05

## Start date for initial ETL (MM-DD-YYYY)

### Description

This property sets the earliest date of records to be imported; it applies only to the first import of data from Campaign, Interact, and eMessage.

Enter a date value in MM-DD-YYYY format.

When the value of this property is not set, is a future date, or is an incorrect format, the system defaults to a date 90 days in the past.

**Default value**

[Change me]

## **Interaction History | partitions | partition[n] | CoreMetrics**

For each partition, properties in this category specify details about the following.

- The FTP server where IBM Coremetrics uploads data exported for use by Interaction History.
- The IBM Coremetrics data exported for use by Interaction History.

### **FTP Root Directory**

**Description**

The directory on the FTP server where IBM Coremetrics uploads data exported for use by Interaction History.

**Default value**

[Change me]

### **FTP Server**

**Description**

The name or IP address of the FTP server where IBM Coremetrics uploads data exported for use by Interaction History.

**Default value**

[Change me]

### **FTP Port**

**Description**

The port on which the FTP server listens.

**Default value**

21

### **Datasource UserName**

**Description**

Set to the login name of the IBM Unica Marketing user account that has the data source holding the credentials for the FTP server where IBM Coremetrics uploads data exported for use by Interaction History.

**Default value**

[Change me]

### **CoreMetrics ClientID**

**Description**

Set this value to the unique IBM Coremetrics Client ID assigned to your company.

**Default value**

[Change me]

## **Feed Name**

### **Description**

This property is used internally and you should not change it.

## **Staging Directory**

### **Description**

Set this property to the name of a directory on the machine where Interaction History is installed. IBM Coremetrics data feed will be stored in this directory temporarily during data imports.

### **Default value**

[Change me]

## **Cost of Contact**

### **Description**

The cost of each contact recorded in IBM Coremetrics.

### **Default value**

0

## **Cost of Response**

### **Description**

The cost of each response recorded in IBM Coremetrics.

### **Default value**

0

## **Default Channel**

### **Description**

This property specifies the name given to the web channel in your Interaction History reports. You must give the web channel the same name when you map channels on the Interaction History Settings page.

### **Default value**

[Change me]

## **Audience Level Name**

### **Description**

The name used in Campaign for the audience level from which contact and response history will be used. Only one audience level can be used.

### **Default value**

[Change me]

## **Default Cell Name**

### **Description**

Name you want to assign to the segment that contains IBM Coremetrics responses. This is used in Interaction History reports that filter data by segment.

**Default value**

[Change me]

## Source of Audience Mapping

**Description**

A flag that indicates whether the translation table is a flat file or a database table.

**Default value**

File

**Valid values**

File | Table

## Data Source for Translation Table

**Description**

Name of the JDBC data source that connects to the translation table. This JDBC data source is created in the web application server where Interaction History is deployed.

Used only when the **AudienceIDMappingSrc** property is set to **Table**

**Default value**

[Change me]

## Translation Table Name

**Description**

Name of the translation table being used to translate IBM Coremetrics keys to Campaign audience keys. Used only when the **AudienceIDMappingSrc** property is set to **Table**.

**Default value**

[Change me]

## Translation Table Auto Incremental Field

**Description**

The name of the column in the translation table that is of the type auto increment number. Interaction History uses this column to determine which are the new records added in this table.

The first time the import is performed, Interaction History imports all the available data. When the **Translation Table Auto Incremental Field** property is set, Interaction History imports only the new contacts in subsequent imports. If this column is not specified then all the records will be imported every time; this might cause slow performance.

Used only when the **AudienceIDMappingSrc** property is set to **Table**.

**Default value**

Not defined

## CMRegIdColumn

### Description

The name of the column in the translation table that holds the IBM Coremetrics registration ID. Used only when the **AudienceIDMappingSrc** property is set to **Table**.

### Default value

Not defined

## CampaignColumn[n]

### Description

There are five of these properties (CampaignColumn1, CampaignColumn2, and so on). They have corresponding properties for the equivalent columns in the translation table (TTColumn1, TTColumn2, and so on).

- If your audience level in Campaign is not a compound audience level, set CampaignColumn1 to the name of the database column that holds the Campaign audience level. Set TTColumn1 to the name of the column in your translation table that holds the Campaign audience level.
- If your audience level is a compound audience level comprised of multiple columns, use as many of the CampaignColumn and TTColumn properties as necessary, one pair for each part of your audience level.

For example, suppose you have an compound audience level in Campaign, comprised of two columns, custid and emailid.

In this case, the portion of your translation table that holds the Campaign audience level parts might look like this

Table 20. Example mapping in translation table

| Translation table column | Campaign audience column |
|--------------------------|--------------------------|
| CampAud1                 | custid                   |
| CampAud2                 | emailid                  |

You would set configuration properties as follows.

- CampaignColumn1: custid
- TTColumn1: CampAud1
- CampaignColumn2: emailid
- TTColumn2: CampAud2

Used only when the **AudienceIDMappingSrc** property is set to **Table**.

### Default value

Not defined

## TTColumn[n]

### Description

There are five of these properties (TTColumn1, TTColumn2, and so on). For a description of how to set these properties, see CampaignColumn[n].

Used only when the **AudienceIDMappingSrc** property is set to **Table**.

**Default value**

Not defined

## **Interaction History | partitions | partition[n] | CampaignAndInteract**

Properties in this category specify the Campaign and Interact data source in this partition.

Each partition that you add includes this sub category.

### **Database Type**

**Description**

The Interaction History | partitions | partition[n] | CampaignAndInteract | dataSource property specifies the database type of the Campaign system tables in this partition.

**Default value**

SQLSERVER

**Valid values**

SQLSERVER, DB2, ORACLE

### **Campaign DSN**

**Description**

Set this property as follows.

- If the database or schema type is SQLServer, set to the name of the ODBC connection configured to connect to this data source.
- If the database or schema type is DB2, set to the DB2 instance name.
- If the database or schema type is Oracle, set to the TNS name specified in the tnsnames.ora file.

**Default value**

[Change me]

### **Datasource User Name**

**Description**

The login name of the IBM Unica Marketing user account that has the data source holding the database credentials for the Campaign system table database or schema.

**Default value**

[Change me]

### **Campaign DSN Database (Only for DB2)**

**Description**

Set this property only if the database of schema that holds the Campaign and system tables is DB2. In that case, set to the DB name.

**Default value**

[Change me]

## Interaction History | partitions | partition[n] | eMessage

Properties in this category specify the eMessage data source in this partition.

The values you set for database type, DSN, and login properties in this category are most often the same as those you set for the equivalent properties in the **Interaction History | partitions | partition[n] | CampaignAndInteract** category, except when the eMessage and Campaign tables are in different databases or schema.

Each partition that you add includes this sub category.

### Database Type

#### Description

The Interaction History | partitions | partition[n] | eMessage | type property specifies the database type of the eMessage system tables in this partition.

#### Default value

#### Valid values

SQLSERVER, DB2, ORACLE

### eMessage DSN

#### Description

Set this property as follows.

- If the database or schema type is SQLServer, set to the name of the ODBC connection configured to connect to this data source.
- If the database or schema type is DB2, set to the DB2 instance name.
- If the database or schema type is Oracle, set to the TNS name specified in the tnsnames.ora file.

#### Default value

[Change me]

### Datasource UserName

#### Description

Set to the login name of the IBM Unica Marketing user account that has the data source holding the database credentials for the eMessage system table database or schema.

#### Default value

[Change me]

### eMessage DSN Database (Only for DB2)

#### Description

Set this property only if the database or schema that holds the eMessage system tables is DB2. In that case, set to the DB name.

#### Default value



[Change me]

## Default Channel

### Description

This property specifies the name given to the email channel in your Interaction History reports. You must give the email channel the same name when you map channels on the Interaction History Settings page.

### Default value

Email

## eMessage Contact Cost

### Description

This property specifies the cost of each email contact in this partition.

### Default value

0

## eMessage Response Cost

### Description

This property specifies the cost of each email response in this partition.

### Default value

0

## eMessage URL Treatment Parameter

### Description

The name of the parameter used in eMessage to hold the treatment code.

### Default value

[Change me]

## Interaction History | partitions | partition[n] | Reports Analysis\_Report\_Folder

### Description

This property specifies the name of the folder in Cognos used for reports. This is different for each partition in your system. Retain the syntax shown in the default value, but change the value shown as Interaction History if necessary for each partition.

### Default value

/content/folder[@name='Interaction History']

---

## Attribution Modeler configuration properties

This section describes the Attribution Modeler configuration properties on the Configuration page.

## Attribution Modeler I navigation

Properties in this category specify values that are used internally, and that apply across all partitions.

### httpPort

#### Description

Specifies the HTTP port in the web application server on which Attribution Modeler is deployed. This property is used internally for communication among IBM Unica products.

#### Default value

7001

### httpsPort

#### Description

Specifies the SSL port in the web application server on which the Attribution Modeler is deployed. This property is used internally for communication among IBM Unica products.

#### Default value

7001

### serverURL

#### Description

Specifies the URL used for the IBM Unica Marketing. This is set at installation time and normally should not be changed. Note that the URL contains the domain name, as shown in the following example.

*protocol://machine\_name\_or\_IP\_address.domain\_name:port\_number/context-root*

The machine name should not be localhost.

#### Default value

http://localhost:7001/am

#### Example

In an environment configured for SSL, the URL might look like this:

https://machineName.companyDomain.com:8080/am

### logoutURL

#### Description

This setting is used internally, and you should not change it.

#### Default value

/logout

### displayName

#### Description

This setting is used internally, and you should not change it.

#### Default value

## AttributionModeler | AMLListener

Properties in this category specify values that are used internally, and that apply across all partitions.

### serverHost

#### Description

Set to the name or IP address of the machine on which the Attribution Modeler listener is installed.

#### Default value

localhost

### logStringEncoding

#### Description

The encoding used for the Attribution Modeler listener log.

This value should match the encoding used on the operating system. For multi-locale environments, UTF-8 is the preferred setting. If you change this value, you should empty or remove all affected log files to prevent writing multiple encodings into a single file.

**Note:** WIDEUTF-8 is not supported for this setting.

#### Default value

native

#### Valid values

See the *IBM Unica CampaignAdministrator's Guide* for a list of supported encodings.

### systemStringEncoding

#### Description

This property specifies the encoding(s) used to interpret values coming into Attribution Modeler from the operating system (file system paths and filenames, for example), as well as the encoding in which Attribution Modeler presents values back to the operating system. This value should be generally be set to native. For multi-locale environments, UTF-8 is the preferred setting.

The value can include more than one encoding, separated by commas: for example,

UTF-8,ISO-8859,CP950

**Note:** WIDEUTF-8 is not supported for this setting.

#### Default value

native

#### Valid values

See the *IBM Unica Campaign Administrator's Guide* for a list of supported encodings.

## **loggingLevel**

### **Description**

This property determines how much information is recorded in the listener log. Note that setting the logging level to HIGH or ALL may affect performance.

### **Default value**

MEDIUM

### **Valid values**

LOW, MEDIUM, HIGH, ALL

## **serverPort**

### **Description**

The value of this property sets the port on which the Attribution Modeler server listens.

### **Default value**

5664

## **AttributionModeler | partitions | partition[n] | AMFields**

### **numFields**

#### **Description**

#### **Default value**

1

### **FieldName**

#### **Description**

#### **Default value**

Customer

### **type**

#### **Description**

#### **Default value**

numeric

### **name**

#### **Description**

#### **Default value**

OfferID

## Attribution Modeler | partitions | partition[n]

Properties in this category specify values that affect how Attribution Modeler evaluates data. There is one set of these properties for each partition.

### Enable Attribution Modeler

#### Description

A flag that indicates whether the response attribution methods in Attribution Modeler is applied to your reports. Setting this property to `False` disables the SIRA, first touch, and equal credit attribution methods. Direct and Last touch attribution methods are still enabled, to support reports that are part of Interaction History.

#### Default value

`True`

### Maximum Interaction History Delay

#### Description

This property sets the number of days after a response from a customer that additional customer interactions will be used for scoring purposes by Attribution Modeler. Responses that occur between the most recent date for which there is a record in Interaction History and the number of days in the past set by this property are scored during each Attribution Modeler run.

#### Default value

`10`

### Training Period

#### Description

This property sets the number of days, looking backward from the current date, for which contacts and responses are pulled from Interaction History to train the Attribution Modeler model during each run.

Set this property so that you obtain a representative sample, based on your business model, how frequently your offers change, and your marketing goals.

#### Default value

`40`

#### Valid values

Any integer

## Attribution Modeler | partitions | partition[n] | dataSources

This category is empty when you first install Attribution Modeler. For each partition in your system, you must import configuration properties that enable you to specify many details of how Attribution Modeler interacts with its system tables.

You import a set of configuration properties appropriate for the type of database or schema that holds your system tables.

This procedure is described in the *Interaction History and Attribution Modeler Installation Guide*.

The properties in this category are identical to the properties of the same name that are used in Campaign.

For details about the properties, see the *IBM Unica Marketing Platform Administrator's Guide*, which contains descriptions of configuration properties for all the Enterprise products.

If you are using context help on the Configuration page, click **Help > Help for this page**, and on the first landing page that opens, click the link for Campaign. Then continue to follow links to navigate to the **Campaign | Partitions | partition[n] | dataSources** category. The properties listed on the page that opens will include the ones listed in the **Attribution Modeler | partitions | partition[n] | dataSources** category.

## **AttributionModeler | partitions | partition[n] | server | encoding**

There is one of these properties for each partition.

### **stringEncoding**

#### **Description**

This property specifies how Attribution Modeler reads in and writes out flat files. It should match the encoding used for all flat files. If not configured elsewhere, this is the default setting for flat file encoding.

**Note:** WIDEUTF-8 is not supported for this setting.

By default, no value is specified, and outgoing text files are encoded as UTF-8, which is the default encoding for Attribution Modeler.

It is a best practice to explicitly set this value to an encoding appropriate for your system, even if the value is UTF-8, the same as the implicit default.

**Note:** If you do not set the value of the StringEncoding property for data sources in the dataSources category, the value of this stringEncoding property is used as the default value. This can cause unnecessary confusion -- you should always explicitly set the StringEncoding property in the dataSources category.

See the *IBM Unica CampaignAdministrator's Guide* for a list of supported encodings.

#### **Default value**

No default value defined.

## **AttributionModeler | partitions | partition[n] | server | logging**

Properties in this category specify values that affect how Attribution Modeler handles logging. There is one set of these properties for each partition.

### **loggingCategories**

#### **Description**

The `loggingCategories` property specifies the category of messages written to the Attribution Modeler server log file. This works in conjunction with the `loggingLevels` property, which determines which messages are logged based on severity (for all selected categories). You can specify multiple categories in a comma-separated list. The special category `all` provides a shorthand for specifying all logging categories.

**Default value**

ALL

**Valid values**

Supported categories are:

- ALL
- BAD\_ORDER
- CELL\_ACCESS
- CONFIG
- DATA\_ERRORS
- DBLOAD
- FILE\_ACCESS
- GENERAL
- COMMANDS
- MEMORY
- PROCRUN
- QUERY
- SORT
- SYSQUERY
- TABLE\_ACCESS
- TABLE\_MAPPING
- TABLE\_IO
- WEBPROC

**loggingLevel****Description**

This property controls the amount of detail written to the Attribution Modeler server log file, `AMSVr.log`, based on severity.

**Default value**

MEDIUM

**Valid values**

- LOW
- MEDIUM
- HIGH
- ALL

LOW represents the least detail (the most severe errors only), and ALL includes trace messages and is intended primarily for diagnostic purposes.

**Note:** You may want to set the `loggingLevels` property to ALL during configuration and testing, to maximize the logging output from Attribution

Modeler for diagnostic purposes. This setting generates a large amount of data and therefore may not be advisable for production operation.

## **logMaxFileSize**

### **Description**

This property specifies the maximum size, in bytes, that the Attribution Modeler server log file is allowed to reach before being rolled over to backup files.

### **Default value**

10485760 (10 MB)

## **logMaxBackupIndex**

### **Description**

This property specifies the number of backup Attribution Modeler server log files that are kept before the oldest is erased.

If the value is 0 (zero), no backup files are created, and the log file is truncated when it reaches the size specified by the logFileMaxSize property.

For a value of n, where n is greater than zero, the files {File.1, ..., File.n-1} are renamed to {File.2, ..., File.n}. Also, File is renamed File.1 and closed. A new File is created to receive further log output.

### **Default value**

1 (creates one backup log file)

## **enableLogging**

### **Description**

This property turns logging on or off for the partition specified in the partitions category under which this property is found.

### **Default value**

TRUE

## **Attribution Modeler | partitions | partition[n] | AdvancedOptions**

Properties in this category specify values that affect how Attribution Modeler evaluates data, and that apply across all partitions.

## **sampleSize**

### **Description**

This defines the percentage of available records that are used for training. This value should be set to a number that is greater than 0 but less than 100 (percent).

### **Default value**

100



## **randomSeed**

### **Description**

The random seed represents the starting point that Attribution Modeler uses to select records randomly.

### **Default value**

No value defined

## **maxTrainingTime**

### **Description**

This property specifies the maximum time, in hours, that Attribution Modeler spends training itself. It sets a time limit on the training process as it iterates over the data in an effort to reach the goal set by the **convergenceThreshold** property. This time limit helps administrators limit the resources that Attribution Modeler consumes. The monitoring screen shows a run status of Overrun if SIRA exceeds this training time limit.

### **Default value**

12

## **convergenceThreshold**

### **Description**

This property is used to set a limit for how much difference is allowed between the results of one training iteration and the next. This difference is expressed as a percentage of responses for which the results (winning offers) are allowed to change from one iteration to the next.

If you set this property to 0 (zero), then you are not allowing any changes to the results from one training iteration to the next; this is the most rigorous standard. If you set this property to a value higher than 0, then you are allowing the training results to be more flexible; the standard is less rigorous and training might be completed sooner.

### **Default value**

3

## **noiseEliminationThreshold**

### **Description**

This property is reserved for possible future use.

### **Default value**

5

---

## **Reporting configuration properties**

For reporting, the IBM Unica Marketing suite integrates with IBM Cognos, a third-party business intelligence application. You use the Cognos properties to identify the IBM Cognos system used by your IBM Unica installation. Then, for Campaign, eMessage, and Interact, there are additional configuration properties that you use to set up and customize reporting schemas.

## Reports | Integrations | Cognos [version]

This page displays properties that specify URLs and other parameters for the IBM Cognos system used by this IBM Unica system.

### Integration Name

#### Description

Read-only. Specifies that IBM Cognos is the third-party reporting or analytical tool used by the IBM Unica Marketing to display the reports.

#### Default value

Cognos

### Vendor

#### Description

Read-only. Specifies that IBM Cognos is the name of the company that provides the application specified by the Integration Name property.

#### Default value

Cognos

### Version

#### Description

Read-only. Specifies the product version of the application specified by the Integration Name property.

#### Default value

*<version>*

### Enabled

#### Description

Specifies whether IBM Cognos is enabled for the suite.

#### Default value

False

#### Valid Values

True | False

### Integration Class Name

#### Description

Read-only. Specifies the fully-qualified name of the Java class that creates the integration interface used to connect to the application specified by the Integration Name property.

#### Default value

com.unica.report.integration.cognos.CognosIntegration

### Domain

#### Description

Specifies the fully-qualified company domain name in which your Cognos server is running. For example, `myCompanyDomain.com`.

If your company uses subdomains, the value in this field must include the appropriate subdomain as well.

**Default value**

[CHANGE ME]

**Valid Values**

A string no longer than 1024 characters.

## Portal URL

**Description**

Specifies the URL of the IBM Cognos Connection portal. Use a fully qualified host name, including the domain name (and subdomain, if appropriate) that is specified in the **Domain** property. For example:  
`http://MyReportServer.MyCompanyDomain.com/cognos<version>/cgi-bin/cognos.cgi`

You can find the URL in IBM Cognos Configuration at: **Local Configuration > Environment** .

**Default value**

`http://[CHANGE ME]/cognos<version>/cgi-bin/cognos.cgi`

**Valid Values**

A well-formed URL.

## Dispatch URL

**Description**

Specifies the URL of the IBM Cognos Content Manager. Use a fully qualified host name, including the domain name (and subdomain, if appropriate) specified in the Domain property. For example:  
`http://MyReportServer.MyCompanyDomain.com:9300/p2pd/servlet/dispatch`

You can find the URL in Cognos Configuration at: **Local Configuration > Environment** .

**Default value**

`http://[CHANGE ME]:9300/p2pd/servlet/dispatch`

Note that 9300 is the default port number for the Cognos Content Manager. Be sure that the port number specified matches that used in the Cognos installation.

**Valid Values**

A well-formed URL.

## Authentication mode

**Description**

Specifies whether the IBM Cognos application is using the IBM Unica Authentication Provider, which means it relies on the Marketing Platform for authentication.

**Default value**

anonymous

**Valid Values**

- anonymous: means authentication is disabled.
- authenticated: means that the communications between the IBM Unica system and the Cognos system are secured at the machine level. You configure a single system user and configure it with the appropriate access rights. By convention, this user is named "cognos\_admin."
- authenticatedPerUser: means that the system evaluates individual user credentials.

**Authentication namespace****Description**

Read only. The namespace of the IBM Unica Authentication Provider.

**Default value**

Unica

**Authentication user name****Description**

Specifies the login name for the reporting system user. The IBM Unica applications log in to Cognos as this user when Cognos is configured to use the Unica Authentication provider. Note that this user also has access to IBM Unica Marketing.

This setting applies only when the **Authentication mode** property is set to **authenticated**.

**Default value**

cognos\_admin

**Authentication datasource name****Description**

Specifies the name of the data source for the reporting system user that holds the Cognos login credentials.

**Default value**

Cognos

**Enable form authentication****Description**

Specifies whether form-based authentication is enabled. You set this property to True when either of the following is true:

- When the IBM Unica Marketing is not installed in the same domain as the IBM Cognos applications.
- When IBM Cognos is accessed using an IP address (within the same network domain) instead of the Fully Qualified Hostname (which is being used to access the IBM Unica Marketing applications), even if both the IBM Unica Marketing applications and the IBM Cognos installation are on the same machine.

However, when the value is True, the login process to Cognos Connection passes the login name and password in clear text and therefore is not secure unless IBM Cognos and the IBM Unica Marketing are configured to use SSL communication.

Even with SSL configured, the user name and password appear as clear text in the HTML source code when you "view source" in a displayed report. For this reason, you should install IBM Cognos and IBM Unica Marketing in the same domain.

**Default value**

False

**Valid Values**

True | False

## Reports | Schemas | [product] | [schema name] | SQL Configuration

### Table/View Name

#### Description

Specifies the name of the view or table that the SQL script you generate for this reporting schema will create. As a best practice, you should not change the name for any of the standard or default Table/View names. If you do, you must also change the name of the view in the Cognos model in IBM Cognos Framework Manager.

When you create a new reporting schema for a new audience level, you must specify the names of all the new reporting tables/views.

#### Default value

Varies by schema

#### Valid Values

A string with the following restrictions.

- It can be no longer than 18 characters
- It must use all UPPER-CASE letters

Following is the naming convention you should use:

- Start the name with the letter "UAR"
- Add a one-letter code to represent the IBM Unica application. See the list of codes, below.
- Add an underscore character
- Add the table name, including a one or two letter code to indicate the audience level
- Finish with an underscore character.

The SQL generator appends a time dimension code, if appropriate. See the list of codes, below.

For example: UARC\_COPERF\_DY is the name of the reporting view or table for Campaign Offer Performance by Day.

Following is the list of IBM Unica application codes.

- Campaign: C
- eMessage: E

- Interact: I
- Distributed Marketing: X
- Marketing Operations: P
- Leads: L

Following is the list of the Time Dimension Codes added by the generator.

- Hour: HR
- Day: DY
- Week: WK
- Month: MO
- Quarter: QU
- Year: YR

## Reports | Schemas | Campaign Input Datasource (JNDI)

### Description

Specifies the name of the JNDI data source that identifies the Campaign database, specifically, the system tables. This data source must exist if you want to use the SQL generation tool to generate scripts that create reporting tables. The SQL generation tool can generate scripts that create reporting views without this data source, but it cannot validate them.

The database type of this data source must match the database type you select when you generate the SQL scripts for the Campaign views or reporting tables.

### Default value

campaignPartition1DS

## Reports | Schemas | Campaign | Offer Performance

The Offer Performance Schema yields contact and response history metrics for all offers and for offers by campaign. By default, the schema is configured to generate a “summary” view (or table) across all time.

### Audience Key

#### Description

Specifies the name of the column that is the Audience Key for the audience level supported by this reporting schema.

#### Default value

CustomerID

#### Valid Values

A string value no longer than 255 characters

If the key includes more than one column, use commas between the column names. For example, ColumnX,ColumnY.

### Contact History Table

#### Description

Specifies the name of the Contact History table for the audience level supported by this reporting schema.

**Default value**

UA\_ContactHistory

**Detailed Contact History Table**

**Description**

Specifies the name of the Detailed Contact History table for the audience level supported by this reporting schema.

**Default value**

UA\_DtlContactHist

**Response History Table**

**Description**

Specifies the name of the Response History table for the audience level supported by this reporting schema.

**Default value**

UA\_ResponseHistory

**Over Time Variations**

**Description**

Specifies the calendar time periods used by the "over time" reports supported by this schema.

**Default value**

Day, Month

**Valid Values**

Day, Week, Month, Quarter, Year

**Reports | Schemas | Campaign | [schema name] | Columns | [Contact Metric]**

Use this form to add contact metrics to the Campaign Performance or Offer Performance reporting schemas.

**Column Name**

**Description**

Specifies the name to use in the reporting view or table for the column specified in the **Input Column Name** field.

**Default value**

[CHANGE ME]

**Valid Values**

The name can be no longer than 18 characters, it must be in all UPPER-CASE letters, and it cannot have spaces.

## Function

### Description

Specifies how the contact metric is determined or calculated.

### Default value

count

### Valid Values

count, count distinct, sum, min, max, average

## Input Column Name

### Description

The name of the column that provides the contact metric you are adding to this reporting schema.

### Default value

[CHANGE ME]

### Valid Values

The name of the column in the Contact History and Detailed Contact History tables.

## Control Treatment Flag

### Description

If you use the sample IBM Cognos reports or create your own custom reports that include control groups, then each contact metric must have two columns in the reporting schema. One column represents the metric for the control group and the other column represents the metric for the target group. The value in **Control Treatment Flag** specifies whether the column in the view represents the control group or the target group.

If your reports do not include control groups, you do not need the second column for the control group.

### Default value

0

### Valid Values

- 0: the column represents the target group
- 1: the column represents the control group

## Reports | Schemas | Campaign | [schema name] | Columns | [Response Metric]

Use this form to add the response metrics you want to include in your reports to the Campaign Performance or Offer Performance reporting schemas.

## Column Name

### Description

Specifies the name to use in the reporting view or table for the column specified in the **Input Column Name** field.



**Default value**

[CHANGE ME]

**Valid Values**

The name can be no longer than 18 characters, it must be in all UPPER-CASE letters, and it cannot have spaces.

**Function****Description**

Specifies how the response metric is determined or calculated.

**Default value**

count

**Valid Values**

count, count distinct, sum, min, max, average

**Input Column Name****Description**

The name of the column that provides the response metric you are adding to this reporting schema.

**Default value**

[CHANGE ME]

**Valid Values**

The name of the column in the Response History table.

**Control Treatment Flag****Description**

If you use the standard IBM Cognos reports or create your own custom reports that include control groups, then each response metric must have two columns in the reporting schema. One column represents the response from the control group and the other column represents the response from the target group. The value in **Control Treatment Flag** specifies whether the column in the view represents the control group or the target group.

If your reports do not include control groups, you do not need the second column for the control group.

**Default value**

0

**Valid Values**

- 0: the column represents the target group
- 1: the column represents the control group

## Reports | Schemas | Campaign | Performance

The Campaign Performance schema yields contact and response history metrics at the campaign, campaign-offer, and campaign-cell level.

## **Audience Key**

### **Description**

Specifies the name of the column that is the Audience Key for the audience level supported by this reporting schema.

### **Default value**

CustomerID

### **Valid Values**

A string value no longer than 255 characters

If the key includes more than one column, use commas between the column names. For example, ColumnX,ColumnY.

## **Contact History Table**

### **Description**

Specifies the name of the Contact History table for the audience level supported by this reporting schema.

### **Default value**

UA\_ContactHistory

## **Detailed Contact History Table**

### **Description**

Specifies the name of the Detailed Contact History table for the audience level supported by this reporting schema.

### **Default value**

UA\_DtlContactHist

## **Response History Table**

### **Description**

Specifies the name of the Response History table for the audience level supported by this reporting schema.

### **Default value**

UA\_ResponseHistory

## **Over Time Variations**

### **Description**

Specifies the calendar time periods used by the "over time" reports supported by this schema.

### **Default value**

Day, Month

### **Valid Values**

Day, Week, Month, Quarter, Year

## Reports | Schemas | Campaign | Offer Response Breakout

This schema supports reporting on campaign-detailed responses, broken out by response type and by offer data. This schema template gives different response counts for each custom Response Type for campaigns and offers grouped by campaign.

### Response History Table

#### Description

Specifies the name of the Response History table for the audience level supported by this reporting schema.

#### Default value

UA\_ResponseHistory

## Reports | Schemas | Campaign | Offer Response Breakout | [Response Type]

Use this form to add to the reporting schema any custom response types you want to include in your reports.

### Column Name

#### Description

Specifies the name to use in the reporting view or table for the column specified in the **Response Type Code** field.

#### Default value

[CHANGE ME]

#### Valid Values

The name can be no longer than 18 characters, it must be in all UPPER-CASE letters, and it cannot have spaces.

### Response Type Code

#### Description

The response type code for the specified response type. This is the value held in the ResponseTypeCode column in the UA\_UsrResponseType table.

#### Default value

[CHANGE ME]

#### Valid Values

The example response type codes are as follows:

- EXP (explore)
- CON (consider)
- CMT (commit)
- FFL (fulfill)
- USE (use)
- USB (unsubscribe)
- UKN (unknown)

Your Campaign installation may have additional custom response type codes.

## Control Treatment Flag

### Description

If you use the standard IBM Cognos reports provided in the IBM Unica Reports Pack or custom reports that include control groups, then each response type must have two columns in the reporting schema. One column represents the response type from the control group and the other column represents the response type from the target group. The value in **Control Treatment Flag** specifies whether the column in the view represents the control group or the target group.

If your reports do not include control groups, you do not need the second column for the control group.

### Default value

0

### Valid Values

- 0: the column represents the target group
- 1: the column represents the control group

## Reports | Schemas | Campaign | Campaign Offer Contact Status Breakout

This schema supports reporting on campaign-detailed contacts, broken out by contact status type and by offer data. This schema template gives different contact counts for each custom Contact Status Type for campaigns and offers grouped by campaign.

By default, none of the example Campaign reports use this schema.

## Audience Key

### Description

Specifies the name of the column that is the Audience Key for the audience level supported by this reporting schema.

### Default value

CustomerID

### Valid Values

A string value no longer than 255 characters

If the key includes more than one column, use commas between the column names. For example, ColumnX,ColumnY.

## Contact History Table

### Description

Specifies the name of the Contact History table for the audience level supported by this reporting schema.

### Default value

UA\_ContactHistory

## Detailed Contact History Table

### Description

Specifies the name of the Detailed Contact History table for the audience level supported by this reporting schema.

### Default value

UA\_DtlContactHist

## Reports | Schemas | Campaign | Campaign Offer Contact Status Breakout | [Contact Status Code]

### Column Name

### Description

Specifies the name to use in the reporting view or table for the column specified in the **Contact Status** field.

### Default value

[CHANGE ME]

### Valid Values

The name can be no longer than 18 characters, it must be in all UPPER-CASE letters, and it cannot have spaces.

## Contact Status

### Description

The name of the contact status code. This is the value held in the ContactStatusCode column in the UA\_ContactStatus table.

### Default value

[CHANGE ME]

### Valid Values

The example contact status types are as follows.

- CSD (campaign send)
- DLV (delivered)
- UNDLV (undelivered)
- CTR (control)

Your Campaign installation may have additional custom contact status types.

## Reports | Schemas | Campaign | Custom Attributes | Columns | [Campaign Custom Column]

Use this form to add to the reporting schema any custom campaign attributes that you want to include in your reports.

### Column Name

### Description

Specifies the name to use in the reporting view or table for the attribute identified in the **Attribute ID** field.

**Default value**

[CHANGE ME]

**Valid Values**

The name can be no longer than 18 characters, it must be in all UPPER-CASE letters, and it cannot have spaces.

**Attribute ID**

**Description**

The value from the attribute's AttributeID column in the UA\_CampAttribute table.

**Default value**

0

**Value Type**

**Description**

The data type of the campaign attribute.

**Default value**

StringValue

**Valid Values**

StringValue, NumberValue, DatetimeValue

If this campaign attribute holds a currency value, select NumberValue.

If this campaign attribute's **Form Element Type** was set to Select Box - String in Campaign, select StringValue.

## Reports | Schemas | Campaign | Custom Attributes | Columns | [Offer Custom Column]

Use this form to add to the reporting schema any custom offer attributes that you want to include in your reports.

**Column Name**

**Description**

Specifies the name to use in the reporting view or table for the attribute identified in the **Attribute ID** field.

**Default value**

[CHANGE ME]

**Valid Values**

The name can be no longer than 18 characters, it must be in all UPPER-CASE letters, and it cannot have spaces.

**Attribute ID**

**Description**

The value from the attribute's AttributeID column in the **UA\_OfferAttribute** table.

**Default value**

0

**Value Type**

**Description**

The data type of the offer attribute.

**Default value**

StringValue

**Valid Values**

StringValue, NumberValue, DatetimeValue

If this offer attribute holds a currency value, select NumberValue.

If this offer attribute's **Form Element Type** was set to Select Box - String in Campaign, select StringValue.

## **Reports | Schemas | Campaign | Custom Attributes | Columns | [Cell Custom Column]**

Use this form to add to the reporting schema any custom cell attributes that you want to include in your reports.

**Column Name**

**Description**

Specifies the name to use in the reporting view or table for the attribute identified in the **Attribute ID** field.

**Default value**

[CHANGE ME]

**Valid Values**

The name can be no longer than 18 characters, it must be in all UPPER-CASE letters, and it cannot have spaces.

**Attribute ID**

**Description**

The value from the attribute's AttributeID column in the **UA\_CellAttribute** table.

**Default value**

0

**Value Type**

**Description**

The data type of the cell attribute.

**Default value**

StringValue

#### Valid Values

StringValue, NumberValue, DatetimeValue

## Reports | Schemas | Interact

The Interact reporting schemas reference three separate databases: the design time, run time, and learning databases. Use the properties from this page to specify the JNDI names of the data sources for those databases.

The data sources specified on this page must exist if you want to use the Reporting SQL generation tool to generate scripts that create reporting tables. The SQL generation tool can generate scripts that create reporting views without these data sources, but it cannot validate the scripts.

Note that the database type of the data sources must match the database type you select when you generate the SQL scripts for the views or reporting tables.

### Interact Design Datasource (JNDI)

#### Description

Specifies the name of the JNDI data source that identifies the Interact design time database, which is also the Campaign system tables.

#### Default value

campaignPartition1DS

### Interact Runtime Datasource (JNDI)

#### Description

Specifies the name of the JNDI data source that identifies the Interact runtime database.

#### Default value

InteractRTDS

### Interact Learning Datasource (JNDI)

#### Description

Specifies the name of the JNDI data source that identifies the Interact learning database.

#### Default value

InteractLearningDS

## Reports | Schemas | Interact | Interact Performance

The Interact Performance schema yields contact and response history metrics at the channel, channel-offer, channel-segment, channel-interaction point, interactive cell, interactive cell-offer, interactive cell-interaction point, interactive offer, interactive offer-cell and interactive offer-interaction point levels.

### Audience Key

#### Description



Specifies the name of the column that is the Audience Key for the audience level supported by this reporting schema.

**Default value**

CustomerID

**Valid Values**

A string value no longer than 255 characters.

If the key includes more than one column, use commas between the column names. For example, ColumnX,ColumnY.

## **Detailed Contact History Table**

**Description**

Specifies the name of the Detailed Contact History table for the audience level supported by this reporting schema.

**Default value**

UA\_DtlContactHist

## **Response History Table**

**Description**

Specifies the name of the Response History table for the audience level supported by this reporting schema.

**Default value**

UA\_ResponseHistory

## **Over Time Variations**

**Description**

Specifies the calendar time periods used by the "over time" reports supported by this schema.

**Default value**

Hour, Day

**Valid Values**

Hour, Day, Week, Month, Quarter, Year

## **Reports | Schemas | eMessage**

### **eMessage Tracking Datasource (JNDI)**

**Description**

Specifies the name of the JNDI data source that identifies the eMessage tracking tables, which are located in the Campaign system tables. This data source must exist if you want to use the Reports SQL generation tool to validate scripts that create reporting tables. The SQL generation tool can generate scripts that create reporting views without this data source, but it cannot validate them.

The database type of this data source must match the database type you select when you generate the SQL scripts for the views or reporting tables.

**Default value**

## Marketing Operations configuration properties

This section describes the IBM Unica Marketing Operations configuration properties on the Configuration page.

**Note:** Properties in the **Marketing Operations > about** category are for internal use only; you should not edit these values.

### Marketing Operations supportedLocales

#### Description

Specifies the locales available in your installation of IBM Unica Marketing Operations. List only the locales that you are actually using. Each locale you list uses memory on the server. The amount of memory used depends on the size and number of templates.

If you add locales after the initial installation or upgrade, you must run the upgrade servlets again. See upgrade documentation for details.

If you change this value, you must stop and restart your Marketing Operations deployment before the change takes effect.

#### Default value

en\_US

### defaultLocale

#### Description

Specifies the supported locale in which you want IBM Unica Marketing Operations to display for all users, unless explicitly overridden for specific users by Marketing Operations administrators.

If you change this value, you must stop and restart your Marketing Operations deployment before the change takes effect.

#### Default value

en\_US

### Marketing Operations | Navigation welcomePageURI

#### Description

The Uniform Resource Identifier of the IBM Unica Marketing Operations index page. This value is used internally by IBM Unica Marketing applications. You should not change this value.

#### Default value

affiniumPlan.jsp?cat=projectlist

### projectDetailpageURI

#### Description

The Uniform Resource Identifier of the IBM Unica Marketing Operations detail page. This value is used internally by IBM Unica Marketing applications. You should not change this value.

**Default value**

blank

**seedName**

**Description**

Used internally by IBM Unica Marketing applications. You should not change this value.

**Default value**

Plan

**type**

**Description**

Used internally by IBM Unica Marketing applications. You should not change this value.

**Default value**

Plan

**httpPort**

**Description**

The port number used by the application server for connections to the IBM Unica Marketing Operations application.

**Default value**

7001

**httpsPort**

**Description**

The port number used by the application server for secure connections to the IBM Unica Marketing Operations application.

**Default value**

7001

**serverURL**

**Description**

The URL of the IBM Unica Marketing Operations installation.

**Default value**

`http://servername:port/plan`

**logoutURL**

**Description**

Used internally. You should not change this value.

IBM Unica Marketing Platform uses this value to call the logout handler of each registered application if the user clicks the logout link in suite.

**Default value**

/uapsysservlet?cat=sysmodules&func=logout

**displayName**

**Description**

Used internally.

**Default value**

Plan

## Marketing Operations | About

The **Marketing Operations > About** configuration properties list information about your IBM Unica Marketing Operations installation. You cannot edit these properties.

**displayName**

**Description**

The display name of the product.

**Default value**

IBM Unica Marketing Operations

**releaseNumber**

**Description**

The currently installed release.

**Default value**

8.6.0.x.x

**copyright**

**Description**

The copyright year.

**Default value**

2011

**os**

**Description**

The operating system on which IBM Unica Marketing Operations is installed.

**Default value**

**java**

**Description**

The current version of Java.

**Default value**

## **support**

**Description**

Read documentation and contact support at <https://customercentral.unica.com>.

**Default value**

<https://customercentral.unica.com>

## **appServer**

**Description**

**Default value**

blank

## **otherString**

**Description**

**Default value**

blank

# **Marketing Operations | umoConfiguration**

## **serverType**

**Description**

Application Server Type. Used for Calendar export.

**Default value**

WEBLOGIC

**Valid Values**

WEBLOGIC or WEBSPHERE

## **userManagerSyncTime**

**Description**

Time in milliseconds to between scheduled synchronizations with IBM Unica Marketing Platform.

**Default value**

10800000 milliseconds (3 hours)

## **firstMonthInFiscalYear**

**Description**

Set to the month that you would like your account fiscal year to begin. The Summary tab for the account contains a view-only table which lists budget information by month for the fiscal years of the account. The first month in this table is determined by this parameter.

January is represented by 0. To have your fiscal year to begin in April, set **firstMonthInFiscalYear** to 3.

**Default value**

0

**Valid Values**

Integers 0 to 11

**maximumItemsToBeRetainedInRecentVisits****Description**

The maximum number of items to save in recent list.

**Default value**

10

**maxLimitForTitleString****Description**

The maximum number of characters that can display in a page title. If titles are longer than the specified number, IBM Unica Marketing Operations clips them.

**Default value**

40

**maximumLimitForBulkUploadItems****Description**

The maximum number of attachments you can upload at the same time.

**Default value**

5

**workingDaysCalculation****Description**

Controls how IBM Unica Marketing Operations calculates durations.

**Default value**

all

**Valid Values**

- Business days only: includes working days only. Does not include weekends and days off.
- Business days + Weekends: includes working days and weekends. Does not include days off.
- Business days + Days off: includes all working days and days off. Does not include weekends.
- all: includes all days in the calendar.

**validateAllWizardSteps****Description**

When creating a program, project, or request with the wizard, IBM Unica Marketing Operations automatically validates that the required fields on

the current page have values. This parameter controls whether Marketing Operations validates the required fields on all pages (tabs) when a user clicks **Finish**.

**Default value**

true

**Valid Values**

- true: Marketing Operations checks the required fields on pages that the user did not visit (except workflow, tracking, and attachments). If a required field is blank, the wizard opens that page and displays an error message.
- false: Marketing Operations does not check validate required fields on pages the user did not visit.

**enableRevisionHistoryPrompt**

**Description**

Ensures that users are prompted to add change comments when saving a project/request or approval.

**Default value**

false

**Valid Values**

true | false

**useForecastDatesInTaskCalendar**

**Description**

Specifies the type of dates used when displaying tasks in calendar view.

**Default value**

false

**Valid Values**

- true: uses forecast and actual dates to display tasks.
- false: uses target dates to display tasks.

**copyRequestProjectCode**

**Description**

Controls whether you want to carry the Project Code (PID) over from a request to a project. If you set this parameter to false, the project and the request use different codes.

**Default value**

true

**Valid Values**

true | false

**projectTemplateMonthlyView**

**Description**

Controls whether the monthly view is allowed in the workflow for a project template.

**Default value**

false

**Valid Values**

true | false

## **disableAssignmentForUnassignedReviewers**

**Description**

Specifies how work is assigned by role for approvals. The **disableAssignmentForUnassignedReviewers** parameter controls the behavior of **Assign work by Role** on the People tab for assignment of approvers in workflow approvals.

**Default value**

false

**Valid Values**

- true: unassigned reviewers in the People tab are not added to the approval as new steps.
  - Append option: The existing, owner-assigned approvers without an assigned role do not change. New approver steps are not added even if the People tab has reviewers with the role "unassigned."
  - Replace option: The existing owner assigned approvers without a role are replaced with a blank. New approver steps would not be added even if the people tab has reviewers with the role "unassigned."
- false: unassigned reviewers are added to the approval.
  - Append option: All reviewers without a role are appended to the approval as reviewers if the approval has owner assigned steps without defined roles.
  - Replace Option: The existing approvers of approvals are replaced with the unassigned approvers in the People tab.

## **enableApplicationLevelCaching**

**Description**

Indicates whether application-level caching is enabled or not. For best results in a clustered environment on which multicasting of caching messages is not enabled, consider turning off application level caching for Marketing Operations.

**Default value**

true

**Valid Values**

true | false

## **customAccessLevelEnabled**

**Description**

Determines whether you use custom access levels (project roles) in IBM Unica Marketing Operations.



**Default value**

true

**Valid Values**

- true: user access to projects and requests is evaluated according to Object Access Levels and Custom Access Levels (project roles), and tab security is enabled for custom tabs.
- false: user access to projects and requests is evaluated only according to Object Access Levels (object implicit roles), and tab security is turned off for custom tabs.

**enableUniqueIdsAcrossTemplatizableObjects****Description**

Determines whether you use unique internal id's across objects created from templates such as programs, projects, plans, and invoices.

**Default value**

true

**Valid Values**

- true enables unique internal id's across all objects created from templates. This way you can use the same table for two different object types to simplify cross object reporting.
- false disables unique internal id's across all objects created from templates.

**FMEnabled****Description**

Enables and disables the Financial Management Module, which determines whether the Accounts, Invoices, and Budget tabs appear in the product.

**Default value**

false

**Valid Values**

true | false

**FMProjVendorEnabled****Description**

Parameter used to show/hide vendor column for project line items.

**Default value**

false

**Valid Values**

true | false

**FMPrgmVendorEnabled****Description**

Parameter used to show/hide vendor column for program line items.

**Default value**

false

**Valid Values**

true | false

## **Marketing Operations | umoConfiguration | templates templatesDir**

**Description**

Set to the directory that you want to contain all your project template definitions, which are stored in XML files.

Use a fully-qualified path.

**Default value**

templates

### **assetTemplatesFile**

**Description**

The XML file that defines the templates for assets. This file must be located in the directory specified by the templatesDir property.

**Default value**

asset\_templates.xml

### **planTemplatesFile**

**Description**

The XML file that defines the templates for plans. This file must be located in the directory specified by the templatesDir property.

**Default value**

plan\_templates.xml

### **programTemplatesFile**

**Description**

The XML file that defines the templates for programs. This file must be located in the directory specified by the templatesDir property.

**Default value**

program\_templates.xml

### **projectTemplatesFile**

**Description**

The XML file that defines the templates for projects. This file must be located in the directory specified by the templatesDir property.

**Default value**

project\_templates.xml

### **invoiceTemplatesFile**

**Description**

The XML file that defines the templates for invoices. This file must be located in the directory specified by the `templatesDir` property.

**Default value**

`invoice_templates.xml`

**componentTemplatesFile**

**Description**

The XML file that defines the templates for marketing objects templates. This file must be located in the directory specified by the `templatesDir` property.

**Default value**

`component_templates.xml`

**metricsTemplateFile**

**Description**

The XML file that defines the templates for metrics. This file must be located in the directory specified by the `templatesDir` property.

**Default value**

`metric_definition.xml`

**teamTemplatesFile**

**Description**

The XML file that defines the templates for teams. This file must be located in the directory specified by the `templatesDir` property.

**Default value**

`team_templates.xml`

**offerTemplatesFile**

**Description**

The XML file that defines the templates for offers. This file must be located in the directory specified by the `templatesDir` property.

**Default value**

`uap_sys_default_offer_comp_type_templates.xml`

## **Marketing Operations | umoConfiguration | attachmentFolders uploadDir**

**Description**

The upload directory where attachments for projects are stored.

**Default value**

`projectattachments`

## **planUploadDir**

### **Description**

The upload directory where attachments for plans are stored.

### **Default value**

planattachments

## **programUploadDir**

### **Description**

The upload directory where attachments for programs are stored.

### **Default value**

programattachments

## **componentUploadDir**

### **Description**

The upload directory where attachments for marketing objects are stored.

### **Default value**

componentattachments

## **taskUploadDir**

### **Description**

The upload directory where attachments for tasks are stored.

### **Default value**

taskattachments

## **approvalUploadDir**

### **Description**

The upload directory where approval items are stored.

### **Default value**

approvalitems

## **assetUploadDir**

### **Description**

The upload directory where assets are stored.

### **Default value**

assets

## **accountUploadDir**

### **Description**

The upload directory where attachments for accounts are stored.

### **Default value**

accountattachments

## **invoiceUploadDir**

### **Description**

The upload directory where attachments for invoices are stored.

### **Default value**

invoiceattachments

## **graphicalRefUploadDir**

### **Description**

The upload directory where attribute images are stored.

### **Default value**

graphicalrefimages

## **templateImageDir**

### **Description**

The upload directory where template images are stored.

### **Default value**

images

## **recentDataDir**

### **Description**

The temporary directory that stores the recent data (serialized) for each user.

### **Default value**

recentdata

## **workingAreaDir**

### **Description**

The temporary directory that stores CSV files that are uploaded during grid imports.

### **Default value**

umotemp

## **managedListDir**

### **Description**

The upload directory where managed list definitions are stored.

### **Default value**

managedList

## **Marketing Operations | umoConfiguration | email notifyEMailMonitorJavaMailHost**

### **Description**

Optional string that specifies either the DNS host name of the email notifications mail server or its dot-formatted IP address; set to the machine name or IP address of your organization's SMTP server.

This parameter is necessary if you have not provided IBM Unica Marketing Operations with an existing JavaMail session that uses the session paramter above and the delegate is marked "Complete."

**Default value**

[CHANGE-ME]

**notifyDefaultSenderEmailAddress**

**Description**

Set to a valid email address. The system uses this address to send emails when there is no valid email address available to send the notification emails.

**Default value**

[CHANGE-ME]

**notifySenderAddressOverride**

**Description**

Use this parameter to specify a standard value for the REPLY-TO and FROM email addresses for notifications. By default, these addresses are populated with the email address of the event owner.

**Default value**

blank

## Marketing Operations | umoConfiguration | markup

IBM Unica Marketing Operations provides markup tools for making comments on attachments. You can use either Adobe Acrobat markup or native Marketing Operations markup. Use the properties in this category to configure which option to use.

**markupServerType**

**Description**

Determines which markup option to use.

**Default value**

MCM

**Valid Values**

- SOAP enables users to edit and view markups in PDF documents. Adobe Acrobat Standard or Professional are required for markups. If specified, users cannot view markups made in a web browser with the native Marketing Operations method.

If you specify SOAP, you must also configure the markupServerURL and useCustomMarkup parameters.

- MCM enables the native Marketing Operations markup method that allows users to edit and view markups in a web browser. If specified, users cannot edit or view markups that made previously in PDF using Adobe Acrobat.
- If blank, the markup function is disabled and the **View/Add Markup** link does not appear.

## markupServerURL

### Description

Dependent on markupServerType = SOAP.

Set to the URL for the computer hosting the markup server, including the number of the port the web application server uses for listening. The URL must contain the fully qualified host name.

### Default value

http://[SERVER]:[PORT]/plan/services/collabService?wsdl

## useCustomMarkup

### Description

Determines whether Windows users can send and receive markup comments using the **Acrobat Send Receive Comments** button.

### Default value

True

### Valid Values

- true: Windows users can use only the **Acrobat Send Receive Comments** button to send and receive markup comments. The UMO\_Markup\_Collaboration.js file must be available in the javascripts folder of the client-side Acrobat installation.  
Dependent on markupServerType = SOAP.
- false: Windows users can use only the Marketing Operations custom **Send Comments** button to send and receive markup comments. They cannot use the Acrobat button and must configure Acrobat to enable the IBM Unica Marketing Operations **Comments** toolbar. For more information about reviewing PDF files, see the *IBM Unica Marketing Operations User's Guide*.

## instantMarkupFileConversion

### Description

If true, IBM Unica Marketing Operations converts PDF attachments to images as soon as they are uploaded, rather than doing this conversion the first time a user opens the item for markup.

### Default value

false

### Valid Values

true | false

## Marketing Operations | umoConfigurations | grid

### gridmaxrow

#### Description

An optional integer to define the maximum number of rows to be retrieved in grids. The default, -1, retrieves all rows.

#### Default value

-1

### reloadRuleFile

#### Description

An optional boolean parameter indicating whether the grid validation plug-in needs to be reloaded or not.

#### Default value

true

#### Valid Values

true | false

### gridDataValidationClass

#### Description

An optional parameter to specify custom grid data validation class. If not specified, the default, built in plug-in is used for grid data validation.

#### Default value

blank

### tvcDataImportFieldDelimiterCSV

#### Description

Delimiter to be used to parse data while importing in a grid. Default is comma (,).

#### Default value

, (comma)

### maximumFileSizeToImportCSVFile

#### Description

Represents the maximum file size in MB that can be uploaded while importing comma-separated data for TVC.

#### Default value

0 (unlimited)

### maximumRowsToBeDisplayedPerPageInGridView

#### Description

Integer parameter specifying number of rows to be displayed per page in grid view.

#### Default value



100

**Valid Values**

positive integers

**griddataxsd**

**Description**

Name of Grid Data XSD file.

**Default value**

griddataschema.xsd

**gridpluginxsd**

**Description**

Name of Grid plug-ins XSD file.

**Default value**

gridplugin.xsd

**gridrulesxsd**

**Description**

Name of Grid Rules XSD file.

**Default value**

gridrules.xsd

**Marketing Operations | umoConfiguration | workflow  
hideDetailedDateTime**

**Description**

Optional show/hide parameter for detailed date time in the tasks page.

**Default value**

false

**Valid Values**

true | false

**daysInPastRecentTask**

**Description**

This parameter determines for how long tasks should be considered "recent." If the task is "active," and started less than X days ago or the task's Target End Date is between today and X days in the past, the task displays as a recent task.

**Default value**

14

**Valid Values**

positive integers

## **daysInFutureUpcomingTasks**

### **Description**

This parameter determines how many days in the future to look for upcoming tasks. If the task starts in the next daysInFutureUpcomingTasks or does not end before the current date, it is an upcoming task.

### **Default value**

14

### **Valid Values**

positive integers

## **beginningOfDay**

### **Description**

Begin hour of the working day. This parameter is used to calculate the datetimes in workflow using fractional durations.

### **Default value**

9 (9 AM)

### **Valid Values**

integers 0 to 12

## **numberOfHoursPerDay**

### **Description**

Number of hours per day. This parameter is used to calculate the datetimes in workflow using fractional durations.

### **Default value**

8

### **Valid Values**

integers 1 to 24

## **mileStoneRowBGColor**

### **Description**

Defines the background color for workflow tasks. To specify the value, insert the # character before the six-character Hex code for the color. For example, #0099CC.

### **Default value**

#DDDDDD

## **Marketing Operations | umoConfiguration | integrationServices enableIntegrationServices**

### **Description**

Enables and disables the Integration Services module that can be used by third party users to access IBM Unica Marketing Operations functionality using web services and triggers.

### **Default value**

false

**Valid Values**

true | false

**integrationProcedureDefinitionPath**

**Description**

Optional full file path to the custom procedure definition XML file.

**Default value**

[PLAN\_HOME]/devkits/integration/examples/src/procedure/procedure-plugins.xml

**integrationProcedureClasspathURL**

**Description**

URL to the classpath for custom procedures.

**Default value**

file://[PLAN\_HOME]/devkits/integration/examples/classes/

**Marketing Operations | umoConfiguration | campaignIntegration**

**defaultCampaignPartition**

**Description**

When IBM Unica Marketing Operations is integrated with IBM Unica Campaign, this parameter specifies the default Campaign partition if the campaign-partition-id is not defined in the project template.

**Default value**

partition1

**webServiceTimeoutInMilliseconds**

**Description**

Added for Web Service integration API calls. This parameter is used as a timeout for web services API calls.

**Default value**

1800000 milliseconds (30 minutes)

**Marketing Operations | umoConfiguration | reports  
reportsAnalysisSectionHome**

**Description**

Indicates the home directory for the Analysis Section reports.

**Default value**

/content/folder[@name='Affinium Plan']

## **reportsAnalysisTabHome**

### **Description**

Indicates the home directory for the Analysis Tab reports.

### **Default value**

/content/folder[@name='Affinium Plan - Object Specific Reports']

## **cacheListOfReports**

### **Description**

This parameter enables/disables caching of list of reports on object instance's analysis page.

### **Default value**

false

### **Valid Values**

true | false

## **Marketing Operations | umoConfiguration | invoiceRollup invoiceRollupMode**

### **Description**

Specifies how rollups occur. Acceptable values are the following.

### **Default value**

immediate

### **Valid Values**

- immediate: rollups occur every time an invoice is marked PAID
  - schedule: rollups occur on a scheduled basis
- If this parameter is set to schedule, the system uses the following parameters to determine when rollups occur.
- invoiceRollupScheduledStartTime
  - invoiceRollupScheduledPollPeriod

## **invoiceRollupScheduledStartTime**

### **Description**

If invoiceRollupMode is schedule, this parameter specifies the poll period in seconds for rollup to occur.

If invoiceRollupMode is immediate, this parameter is not used.

### **Default value**

3600 (1 hour)

## **invoiceRollupScheduledPollPeriod**

### **Description**

If invoiceRollupMode is schedule, this parameter is used as follows.

- If this parameter contains a value (for example, 11:00 pm), that value is the start time for the schedule to start.

- If this parameter is undefined, the rollup schedule starts when the server starts.

If `invoiceRollupMode` is `immediate`, this parameter is not used.

**Default value**

## Marketing Operations | `umoConfiguration` | database

### `fileName`

#### Description

Path to file for loading datasources using JNDI lookup.

**Default value**

`plan_datasources.xml`

### `sqlServerSchemaName`

#### Description

Specifies the database schema to use. This parameter only applies if you are using SQL Server for your IBM Unica Marketing Operations database.

**Default value**

`dbo`

### `thresholdForUseOfSubSelects`

#### Description

Specifies the number of records beyond which a subquery should be used in the IN clause of SQL (for listing pages) instead of the actual entity IDs in the IN clause. Setting this parameter improves performance for IBM Unica Marketing Operations installations that have a lot of application data. As a best practice, do not change this value unless you encounter performance issues. If the parameter is missing or commented out, the database behaves as if the threshold was set to a very large value.

**Default value**

`3000`

### `commonDataAccessLayerFetchSize`

#### Description

This parameter specifies resultset fetch size for certain performance sensitive, critical queries.

**Default value**

`0`

### `commonDataAccessLayerMaxResultSetSize`

#### Description

This parameter specifies maximum resultset size for certain performance sensitive, critical queries.

**Default value**

`-1`

## **useDBSortForAllList**

### **Description**

This parameter is used when configuring ALL IBM Unica Marketing Operations List Handlers. Use USE\_DB\_SORT\_FOR\_[MODULE]\_LIST to override particular list's paging behavior.

### **Default value**

true

### **Valid Values**

- true : get one page of list data from database at a time.
- false : cache all list data.

## **useDBSortForPlanList**

### **Description**

This parameter is used to configure the Plan List Handler.

### **Default value**

true

### **Valid Values**

- true : get one page of list data from database at a time.
- false : cache all list data.

## **useDBSortForProjectList**

### **Description**

This parameter is used to configure the Project List Handler.

### **Default value**

true

### **Valid Values**

- true : get one page of list data from database at a time.
- false : cache all list data.

## **useDBSortForTaskList**

### **Description**

This parameter is used to configure the Task List Handler.

### **Default value**

true

### **Valid Values**

- true : get one page of list data from database at a time.
- false : cache all list data.

## **useDBSortForProgramList**

### **Description**

This parameter is used to configure the Program List Handler.

### **Default value**

true

**Valid Values**

- true : get one page of list data from database at a time.
- false : cache all list data.

**useDBSortForApprovalList**

**Description**

This parameter is used to configure the Approval List Handler.

**Default value**

true

**Valid Values**

- true : get one page of list data from database at a time.
- false : cache all list data.

**useDBSortForInvoiceList**

**Description**

This parameter is used to configure the Invoice List Handler.

**Default value**

true

**Valid Values**

- true : get one page of list data from database at a time.
- false : cache all list data.

**useDBSortForAlerts**

**Description**

This parameter is used to configure the Alerts List Handler.

**Default value**

true

**Valid Values**

- true : get one page of list data from database at a time.
- false : cache all list data.

## **Marketing Operations | umoConfiguration | listingPages**

### **listItemsPerPage**

**Description**

Specifies how many items (rows) are displayed in one list page. This value should be greater than 0.

**Default value**

10

### **listPageGroupSize**

**Description**

Specifies the size of visible page numbers in the list navigator in the list page. For example, pages 1-5 is a page group. This value should be greater than 0.

**Default value**

5

**maximumItemsToBeDisplayedInCalendar**

**Description**

The maximum number of objects (plans, programs, projects, or tasks) the system displays on calendars. Use this parameter to restrict a user's view of calendars to a specific number of objects. The number 0 indicates that there is no restriction.

**Default value**

0

**listDisplayShowAll**

**Description**

Display "Show All" link on listing pages.

**Default value**

false

**Valid Values**

true | false

## **Marketing Operations | umoConfiguration | objectCodeLocking enablePersistentObjectLock**

**Description**

enablePersistentObjectLock must be set to true if IBM Unica Marketing Operations is deployed in a clustered environment. The object lock information will be persistent in database.

**Default value**

false

**Valid Values**

true | false

**lockProjectCode**

**Description**

Determines whether users can edit the Project Code or PID on the **Project Summary Edit** tab.

**Default value**

true

**Valid Values**

- true: enables locking
- false: disables locking



## **lockProgramCode**

### **Description**

Determines whether users can edit the Program Code or PID on the **Program Summary Edit** tab.

### **Default value**

true

### **Valid Values**

- true: enables locking
- false: disables locking

## **lockPlanCode**

### **Description**

Determines whether users can edit the Plan Code or PID on the **Plan Summary Edit** tab.

### **Default value**

true

### **Valid Values**

- true: enables locking
- false: disables locking

## **lockMarketingObjectCode**

### **Description**

Determines whether users can edit the Marketing Object Code or PID on the **Marketing Object Summary Edit** tab.

### **Default value**

true

### **Valid Values**

- true: enables locking
- false: disables locking

## **lockAssetCode**

### **Description**

Determines whether users can edit the Asset Code or PID on the **Asset Summary Edit** tab.

### **Default value**

true

### **Valid Values**

- true: enables locking
- false: disables locking

## Marketing Operations | umoConfiguration | thumbnailGeneration

### trueTypeFontDir

#### Description

Specifies the directory where the True Type fonts are located. This parameter is required for thumbnail generation on non-Windows platforms using Aspose. For Windows installations, this parameter is optional.

#### Default value

blank

### coreThreadPoolSize

#### Description

Specifies the number of persistent threads kept in the thread pool for thumbnail generator threads.

#### Default value

5

### maxThreadPoolSize

#### Description

Specifies the maximum number of threads allowed in the thread pool for thumbnail generator threads.

#### Default value

10

### threadKeepAliveTime

#### Description

Parameter to configure the keep-alive time for thumbnail generator threads.

#### Default value

60

### threadQueueSize

#### Description

Parameter to configure the thread queue size for thumbnail generator threads.

#### Default value

20

## Marketing Operations | umoConfiguration | notifications notifyPlanBaseURL

#### Description

The URL for your IBM Unica Marketing Operations deployment, including the host name and port number. Marketing Operations includes this URL in notifications that contain links to other information in Marketing Operations .

**Note:** Do not use "localhost" as a server name unless your mail client and IBM Unica Marketing Operations server are running on same machine.

**Default value**

`http://[SERVER]:[PORT]/plan/affiniumplan.jsp`

**notifyDelegateClassName**

**Description**

The fully-qualified Java class name of the delegate implementation to be instantiated by the service. This class must implement the `com.unicapcorp.afc.service.IServiceImpl` interface. Will default to a local implementation if not specified.

**Default value**

blank

**notifyIsDelegateComplete**

**Description**

Optional boolean string indicating if the delegate implementation is complete. Defaults to "true" if not specified.

**Default value**

true

**Valid Values**

true | false

**notifyEventMonitorStartTime**

**Description**

Specifies when the Notify Monitor should begin processing for the first time after the IBM Unica Marketing Operations product is started. Format the value according to the short version of the `java.text.DateFormat` class for the current locale. For example, in US English locale, a valid string might be 11:45 PM.

**Default value**

Immediately after Marketing Operations is started.

**notifyEventMonitorPollPeriod**

**Description**

Defines the approximate time, in seconds, for the event monitor to sleep between polls. Events will be accumulated in the event queue between polling periods; shorter times will process notifications sooner, but may impose more system overhead. If you erase the default and leave the value blank, the poll period defaults to some short period of time, usually under a minute.

**Default value**

5

**notifyEventMonitorRemoveSize****Description**

Specifies the number of events to remove from queue in one shot. The event monitor will continue removing events from the event queue in increments specified by this value until none are left.

**Note:** Setting this value to something other than 1 may increase event processing performance, but risks losing events if the service host goes down before all the removed events can be processed.

**Default value**

10

**alertCountRefreshPeriodInSeconds****Description**

Specifies, in seconds, the system-wide alert count refresh period for the alerts count. This count appears near the top of the navigation bar after a user logs in.

**Note:** Changing the refresh period to poll faster may have performance implications in a multi-user environment.

**Default value**

180 (3 minutes)

## **Marketing Operations | umoConfiguration | notifications | email**

**notifyEMailMonitorStartTime****Description**

Specifies when the Email Monitor should begin processing for the first time after the IBM Unica Marketing Operations product is started. Format the value according to the short version of the `java.text.DateFormat` class for the current locale. For example, in US English locale, a valid string might be 11:59 PM.

**Default value**

Immediately after IBM Unica Marketing Operations is started.

**notifyEMailMonitorPollPeriod****Description**

Defines the approximate time, in seconds, for the email monitor to sleep between polls.

**Note:** As with events, emails will accumulate in the queue between polling periods; shorter polling times will send emails sooner, but may increase system overhead.

**Default value**

**notifyEMailMonitorJavaMailSession****Description**

JNDI name of an existing, initialized JavaMail Session to use for email notifications. If not specified and the delegate is marked Complete, then the JavaMail host parameter must be supplied so IBM Unica Marketing Operations can create a session.

**Default value**

blank

**notifyEMailMonitorJavaMailProtocol****Description**

Specifies the mail server transport protocol to use for email notifications.

**Default value**

smtp

**notifyEMailMonitorRemoveSize****Description**

Specifies the number of emails to remove from queue at one time. The email monitor will continue incrementally removing emails from the email queue until none remain.

**Note:** Setting a value other than 1 may increase email processing performance, but you risk losing emails if the service host goes down before all the removed emails are processed.

**Default value**

10

**notifyEMailMonitorMaximumResends****Description**

Specifies the maximum number of times the system attempts to send an email message that failed in the first attempt to send it. When a send fails, the email is put back on the queue unless it has already reached the maximum attempts allowed by this parameter.

For example, if the email monitor is set to poll every 60 seconds, then setting maximumResend to 60 will cause the email monitor to retry every minute, once in each poll, for up to an hour. A value of 1440 (24x60) will cause retry every minute for up to 24 hours.

**Default value**

1440

**showUserNameInEmailNotificationTitle****Description**

Specifies whether the IBM Unica Marketing Operations notification and alert systems includes the user name in the **From** field of email notifications.

**Note:** This setting is applicable only to emails sent by the notification and alert systems in IBM Unica Marketing Operations.

**Default value**

false

**Valid Values**

- true : Marketing Operations appends the user name to the title of the message and displays both in the **From** field of the email
- false : Marketing Operations displays only the message title in the **From** field

## **notifyEMailMonitorJavaMailDebug**

**Description**

Specifies if JavaMail debug mode should be set.

**Default value**

false

**Valid Values**

- true : enables JavaMail debug.
- false : disables debug tracing.

## **Marketing Operations | umoConfiguration | notifications | project**

### **notifyProjectAlarmMonitorStartTime**

**Description**

Specifies when the project alarm monitors should begin processing for the first time after the IBM Unica Marketing Operations product is started. Format the value according to the short version of the `java.text.DateFormat` class for the current locale. For example, in US English locale, a valid string might be 11:59 PM. If you erase the default and leave the value blank, this monitor starts immediately after you create it.

**Default value**

10:00 PM

### **notifyProjectAlarmMonitorPollPeriod**

**Description**

Defines the approximate time, in seconds, for the project and program alarm monitors to sleep between polls.

**Default value**

60

### **notifyProjectAlarmMonitorScheduledStartCondition**

**Description**

Defines the number of days before a project's start date that IBM Unica Marketing Operations should start sending start notifications to users.

**Note:** If this value is -1, then Marketing Operations does not send these notifications.

**Default value**

1

**notifyProjectAlarmMonitorScheduledEndCondition**

**Description**

Defines the number of days before a project's end date when IBM Unica Marketing Operations should start sending end notifications to users.

**Note:** If this value is -1, then Marketing Operations does not send these notifications.

**Default value**

3

**notifyProjectAlarmMonitorTaskScheduledStartCondition**

**Description**

Defines the number of days before a task's start date that IBM Unica Marketing Operations should start sending start notifications to users.

**Note:** If this value is -1, then Marketing Operations does not send these notifications.

**Default value**

1

**notifyProjectAlarmMonitorTaskScheduledEndCondition**

**Description**

Defines the number of days before a task's end date when IBM Unica Marketing Operations should start sending end notifications to users.

**Note:** If this value is -1, then Marketing Operations does not send these notifications.

**Default value**

3

**notifyProjectAlarmMonitorTaskLateCondition**

**Description**

Defines the number of days after a task's start date when IBM Unica Marketing Operations should begin notifying users that a task did not start.

**Note:** If this value is -1, then Marketing Operations does not send these notifications.

**Default value**

**notifyProjectAlarmMonitorTaskOverdueCondition****Description**

Defines the number of days after a task's end date when IBM Unica Marketing Operations should begin notifying users that a task did not finish.

**Note:** If this value is -1, then Marketing Operations does not send these notifications.

**Default value**

3

**notifyProjectAlarmMonitorTaskScheduledMilestoneCondition****Description**

Defines the number of days after a task milestone's start date when IBM Unica Marketing Operations should start sending notifications.

**Note:** If this value is -1, then Marketing Operations does not send these notifications.

**Default value**

1

**Marketing Operations | umoConfiguration | notifications | projectRequest****notifyRequestAlarmMonitorLateCondition****Description**

Defines the number of days before IBM Unica Marketing Operations should send a notification that the request is late.

**Note:** If this value is -1, then Marketing Operations does not send these notifications.

**Default value**

3

**notifyRequestAlarmMonitorScheduledEndCondition****Description**

Defines the number of days before a request's end date when IBM Unica Marketing Operations should start sending end notifications to users.

**Note:** If this value is -1, then Marketing Operations does not send these notifications.

**Default value**

1



## Marketing Operations | umoConfiguration | notifications | program

### notifyProgramAlarmMonitorScheduledStartCondition

#### Description

Defines the number of days before a program's start date when IBM Unica Marketing Operations should start sending notifications to users.

**Note:** If this value is -1, then Marketing Operations does not send these notifications.

#### Default value

1

### notifyProgramAlarmMonitorScheduledEndCondition

#### Description

Defines the number of days before a program's end date when IBM Unica Marketing Operations should start sending end notifications to users.

**Note:** If this value is -1, then Marketing Operations does not send these notifications.

#### Default value

3

## Marketing Operations | umoConfiguration | notifications | marketingObject

### notifyComponentAlarmMonitorScheduledStartCondition

#### Description

Specifies the number of days before a marketing object's start date when IBM Unica Marketing Operations should start sending notifications to users.

**Note:** If this value is -1, then Marketing Operations does not send these notifications.

#### Default value

1

### notifyComponentAlarmMonitorScheduledEndCondition

#### Description

Specifies the number of days before a marketing object's end date when IBM Unica Marketing Operations should start sending end notifications to users.

**Note:** If this value is -1, then Marketing Operations does not send these notifications.

#### Default value

3

## Marketing Operations | umoConfiguration | notifications | approval

### notifyApprovalAlarmMonitorStartTime

#### Description

Specifies when the approval alarm monitor should begin processing for the first time after the IBM Unica Marketing Operations product is started. Format the value according to the short version of the `java.text.DateFormat` class for the current locale. For example, in US English locale, a valid string might be 11:59 PM. If you delete the default and leave this value blank, the monitor starts immediately after it is created.

**Note:** For best results, configure the alarm monitors to start during off-peak hours and stagger their start times to spread out the data processing load.

#### Default value

9:00 PM

### notifyApprovalAlarmMonitorPollPeriod

#### Description

Specifies the approximate time, in seconds, for the approval alarm monitor to sleep between polls.

#### Default value

60

### notifyApprovalAlarmMonitorLateCondition

#### Description

Specifies the number of days after an approval's start date when IBM Unica Marketing Operations should begin notifying users that the approval is late.

**Note:** If this value is -1, then Marketing Operations does not send these notifications.

#### Default value

3

### notifyApprovalAlarmMonitorScheduledEndCondition

#### Description

Specifies the number of days before an approval's end date when IBM Unica Marketing Operations should begin sending end notifications to users.

**Note:** If this value is -1, then Marketing Operations does not send these notifications.

#### Default value

3

## Marketing Operations | umoConfiguration | notifications | asset

### notifyAssetAlarmMonitorStartTime

#### Description

Specifies when the Asset Alarm Monitor should begin processing for the first time after the IBM Unica Marketing Operations product is started. Format the value according to the short version of the `java.text.DateFormat` class for the current locale. For example, in US English locale, a valid string might be 11:59 PM. If you delete the default and leave this value blank, the monitor starts immediately after it is created.

**Note:** For best results, configure the alarm monitors to start during off-peak hours and stagger their start times to spread out the data processing load.

#### Default value

11:00 PM

### notifyAssetAlarmMonitorPollPeriod

#### Description

Specifies the time, in seconds, for the asset alarm monitor to sleep between polls.

#### Default value

60

### notifyAssetAlarmMonitorExpirationCondition

#### Description

Specifies the number of days before an asset is going to expire when IBM Unica Marketing Operations should notify users that the asset is about to expire.

**Note:** If this value is -1, Marketing Operations does not check for expiration.

#### Default value

3

## Marketing Operations | umoConfiguration | notifications | invoice

### notifyInvoiceAlarmMonitorStartTime

#### Description

Specifies when the invoice alarm monitor should begin processing for the first time after the IBM Unica Marketing Operations product is started. Format the value according to the short version of the `java.text.DateFormat` class for the current locale. For example, in US English locale, a valid string might be 11:59 PM. If you delete the default and leave the value blank, the monitor starts immediately after you create it.

**Note:** For best results, configure the alarm monitors to start during off-peak hours and to stagger their start times to spread out the data processing load.

**Default value**

9:00 PM

## **notifyInvoiceAlarmMonitorDueCondition**

**Description**

Specifies the number of days when IBM Unica Marketing Operations should start notifying users that an invoice is becoming due.

**Note:** If this value is -1, then Marketing Operations does not send these notifications.

**Default value**

5

---

## **Campaign configuration properties**

This section describes the Campaign configuration properties found on the Configuration page.

### **Campaign**

These configuration properties specify the component applications and locales that your installation of Campaign supports.

#### **currencyLocale**

**Description**

The `currencyLocale` property is a global setting that controls how currency is displayed in the Campaign web application, regardless of the display locale.

**Important:** No currency conversion is performed by Campaign when the display locale changes (for example, if the multi-locale feature is implemented and the display locale changes based on user-specific locales). You must be aware that when a locale is switched, for example, from English US, in which a currency amount is, for example, US\$10.00, to a French locale, the currency amount is unchanged (10,00) even if the currency symbol changes with the locale.

**Default value**

en\_US

#### **supportedLocales**

**Description**

The `supportedLocales` property specifies the locales or language-locale pairs that Campaign supports. The value of this property is set by the installer when you install Campaign.

**Default value**

All languages/locales into which Campaign has been localized.

## **defaultLocale**

### **Description**

The defaultLocale property specifies which of the locales specified in the supportedLocales property is considered the default display locale for Campaign. The value of this property is set by the installer when you install Campaign.

### **Default value**

en

## **acoInstalled**

### **Path**

### **Description**

The acoInstalled property specifies whether Optimize is installed.

When Optimize is installed and configured, set the value to yes, which causes the Optimize process to be displayed in flowcharts. If the value is true and Optimize is not installed or configured, the process is displayed but disabled (grayed out).

### **Default value**

false

### **Valid Values**

false and true

## **collaborateInstalled**

### **Description**

The collaborateInstalled property specifies whether Distributed Marketing is installed. When Distributed Marketing is installed and configured, set the value to true, which causes the Distributed Marketing features to be available in the Campaign user interface.

### **Default value**

false

### **Valid Values**

true | false

## **Campaign | Collaborate**

The properties in this category pertain to Distributed Marketing configuration.

## **CollaborateIntegrationServicesURL**

### **Description**

The CollaborateIntegrationServicesURL property specifies the server and port number of Distributed Marketing. This URL is used by Campaign when a user publishes a flowchart to Distributed Marketing.

### **Default value**

http://localhost:7001/collaborate/services/  
CollaborateIntegrationServices/1.0

## Campaign | 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 IBM applications. It specifies the Uniform Resource Identifier of the Campaign index page. You should not change this value.

#### **Default value**

No default value defined.

### **seedName**

#### **Description**

The seedName property is used internally by IBM applications. You should not change this value.

#### **Default value**

No default value defined.

### **type**

#### **Description**

The Campaign > navigation > type property is used internally by IBM applications. You should not change this value.

#### **Default value**

No default value defined.

### **httpPort**

#### **Description**

This property specifies the port used by the Campaign web application server. If your installation of Campaign uses a port that is different from the default, 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 Campaign web application server for secure connections. If your installation of Campaign uses a secure port that is different from the default, you must edit the value of this property.

#### **Default value**

7001

## **serverURL**

### **Description**

The Campaign > navigation > serverURL property specifies the URL used by Campaign. If your installation of Campaign 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*

### **Default value**

*http://localhost:7001/Campaign*

## **serverURLInternal**

### **Path**

### **Description**

The serverURLInternal property specifies the URL for the Campaign web application when SiteMinder is used. If the property is empty, the value in the serverURL property is used. If you use SiteMinder, you must set this value to the URL for the Campaign web application server, formatted as follows:

*http://machine\_name\_or\_IP\_address:port\_number/context-root*

### **Default value**

No default value defined.

## **campaignDetailPageURI**

### **Description**

The campaignDetailPageURI property is used internally by IBM applications. It specifies the Uniform Resource Identifier of the Campaign detail page. You should not change this value.

### **Default value**

*campaignDetails.do?id=*

## **flowchartDetailPageURI**

### **Description**

The flowchartDetailPageURI property is used to construct a URL to navigate to the details of a flowchart in a specific campaign. You should not change this value.

### **Default value**

*flowchartDetails.do?campaignID=&id=*

## **offerDetailPageURI**

### **Description**

The offerDetailPageURI property is used to construct a URL to navigate to the details of a specific offer. You should not change this value.

### **Default value**

*offerDetails.do?id=*

## **offerlistDetailPageURI**

### **Description**

The `offerlistDetailPageURI` property is used to construct a URL to navigate to the details of a specific offer list. You should not change this value.

### **Default value**

`displayOfferList.do?offerListId=`

## **displayName**

### **Description**

The `displayName` property specifies the link text used for the Campaign link in the drop-down menu that exists in the GUI of each IBM product.

### **Default value**

Campaign

## **Campaign | caching**

The properties in the caching category specify the length of time that cached data for channels, initiatives, campaigns, sessions, and offers is retained.

## **offerTemplateDataTTLSeconds**

### **Description**

The `offerTemplateDataTTLSeconds` property specifies the length of time, in seconds, that the system retains the Offer Template cache data (Time to Live). An empty value means the cache data is never purged.

### **Default value**

600 (10 minutes)

## **campaignDataTTLSeconds**

### **Description**

The `campaignDataTTLSeconds` property specifies the length of time, in seconds, that the system retains the Campaign cache data (Time to Live). An empty value means the cache data is never purged.

### **Default value**

600 (10 minutes)

## **sessionDataTTLSeconds**

### **Description**

The `sessionDataTTLSeconds` property specifies the length of time, in seconds, that the system retains the Session cache data (Time to Live). An empty value means the cache data is never purged.

### **Default value**

600 (10 minutes)



## **folderTreeDataTTLSeconds**

### **Description**

The `folderTreeDataTTLSeconds` property specifies the length of time, in seconds, that the system retains the Folder Tree cache data (Time to Live). An empty value means the cache data is never purged.

### **Default value**

600 (10 minutes)

## **attributeDataTTLSeconds**

### **Description**

The `attributeDataTTLSeconds` property specifies the length of time, in seconds, that the system retains the Offer Attribute cache data (Time to Live). An empty value means the cache data is never purged.

### **Default value**

600 (10 minutes)

## **initiativeDataTTLSeconds**

### **Description**

The `initiativeDataTTLSeconds` property specifies the length of time, in seconds, that the system retains the Initiative cache data (Time to Live). An empty value means the cache data is never purged.

### **Default value**

600 (10 minutes)

## **offerDataTTLSeconds**

### **Description**

The `offerDataTTLSeconds` property specifies the length of time, in seconds, that the system retains the Offer cache data (Time to Live). An empty value means the cache data is never purged.

### **Default value**

600 (10 minutes)

## **segmentDataTTLSeconds**

### **Description**

The `segmentDataTTLSeconds` property specifies the length of time, in seconds, that the system retains the Segment cache data (Time to Live). An empty value means the cache data is never purged.

### **Default value**

600 (10 minutes)

## **Campaign | partitions**

This category contains properties used to configure all Campaign partitions, including the default partition, which is named `partition1`. One category should be created for each Campaign partition. This section describes the properties in the `partition[n]` category, which apply to all partitions you configure in Campaign.

## Campaign | partitions | partition[n] | eMessage

Properties in this category allow you to define characteristics of recipient lists and specify the location of resources that upload the lists to IBM Unica Hosted Services.

### eMessagePluginJarFile

#### Description

Complete path to the location of the file that operates as the Recipient List Uploader (RLU). This plug-in to Campaign uploads OLT data and associated metadata to the remote services hosted by IBM. The location you specify must be the full local directory path in the file system for the machine that hosts the Campaign web application server.

The IBM installer populates this setting automatically for the default partition when you run the installer. For additional partitions, you must configure this property manually. Because there is only one RLU for each eMessage installation, all partitions must specify the same location for the RLU.

Do not change this setting unless IBM instructs you to do so.

#### Default value

No default value defined.

#### Valid Values

Full local directory path to the machine where you installed the Campaign web server.

### defaultSeedInterval

#### Description

The number of messages between seed messages if defaultSeedType is Distribute list.

#### Default value

1000

### defaultSeedType

#### Description

The default method that eMessage uses to insert seed addresses into a recipient list.

#### Default value

Distribute IDS

#### Valid Values

- **Distribute IDS** - Distribute IDs evenly, based on the size of the recipient list and the number of seed addresses available, inserts seed addresses at equal intervals throughout the entire recipient list.
- **Distribute list** - Insert seed address for every defaultSeedInterval IDs in main list. Inserts the entire list of available seed addresses at specified intervals throughout the recipient list. You must specify the interval between insertion points.

## **oltTableNamePrefix**

### **Description**

Used in the generated schema for the output list table. You must define this parameter.

### **Default value**

OLT

### **Valid Values**

The prefix can contain no more than 8 alphanumeric or underscore characters, and must start with a letter.

## **oltDimTableSupport**

### **Description**

This configuration parameter controls the ability to add dimension tables to output list tables (OLT) created in the eMessage schema. Dimension tables are required to use advanced scripting for email to create data tables in email messages.

The default setting is False. You must set this property to True so that marketers can create dimension tables when they use the eMessage process to define a recipient list. For more information about creating data tables and using advanced scripts for email, see the *IBM Unica eMessage User's Guide*.

### **Default value**

False

### **Valid Values**

True | False

## **Campaign | partitions | partition[n] | reports**

These configuration properties define folders for reports.

## **offerAnalysisTabCachedFolder**

### **Description**

The offerAnalysisTabCachedFolder property specifies the location of the folder that contains the specification for bursted (expanded) offer reports listed on the Analysis tab when you reach it by clicking the Analysis link on the navigation pane. The path is specified using XPath notation.

### **Default value**

```
/content/folder[@name='Affinium Campaign - Object Specific Reports']/folder[@name='offer']/folder[@name='cached']
```

## **segmentAnalysisTabOnDemandFolder**

### **Description**

The segmentAnalysisTabOnDemandFolder property specifies the location of the folder that contains the segment reports listed on the Analysis tab of a segment. The path is specified using XPath notation.

### **Default value**

```
/content/folder[@name='Affinium Campaign - Object Specific Reports']/folder[@name='segment']/folder[@name='cached']
```

## **offerAnalysisTabOnDemandFolder**

### **Description**

The offerAnalysisTabOnDemandFolder property specifies the location of the folder that contains the offer reports listed on the Analysis tab of an offer. The path is specified using XPath notation.

### **Default value**

```
/content/folder[@name='Affinium Campaign - Object Specific Reports']/folder[@name='offer']
```

## **segmentAnalysisTabCachedFolder**

### **Description**

The segmentAnalysisTabCachedFolder property specifies the location of the folder that contains the specification for bursted (expanded) segment reports listed on the Analysis tab when you reach it by clicking the Analysis link on the navigation pane. The path is specified using XPath notation.

### **Default value**

```
/content/folder[@name='Affinium Campaign - Object Specific Reports']/folder[@name='segment']
```

## **analysisSectionFolder**

### **Description**

The analysisSectionFolder property specifies the location of the root folder where report specifications are stored. The path is specified using XPath notation.

### **Default value**

```
/content/folder[@name='Affinium Campaign']
```

## **campaignAnalysisTabOnDemandFolder**

### **Description**

The campaignAnalysisTabOnDemandFolder property specifies the location of the folder that contains the campaign reports listed on the Analysis tab of a campaign. The path is specified using XPath notation.

### **Default value**

```
/content/folder[@name='Affinium Campaign - Object Specific Reports']/folder[@name='campaign']
```

## **campaignAnalysisTabCachedFolder**

### **Description**

The campaignAnalysisTabCachedFolder property specifies the location of the folder that contains the specification for bursted (expanded) campaign reports listed on the Analysis tab when you reach it by clicking the Analysis link on the navigation pane. The path is specified using XPath notation.

**Default value**

```
/content/folder[@name='Affinium Campaign - Object Specific Reports']/folder[@name='campaign']/folder[@name='cached']
```

**campaignAnalysisTabEmessageOnDemandFolder****Description**

The campaignAnalysisTabEmessageOnDemandFolder property specifies the location of the folder that contains the eMessage reports listed on the Analysis tab of a campaign. The path is specified using XPath notation.

**Default value**

```
/content/folder[@name='Affinium Campaign']/folder[@name='eMessage Reports']
```

**campaignAnalysisTabInteractOnDemandFolder****Description**

Report server folder string for Interact reports.

**Default value**

```
/content/folder[@name='Affinium Campaign']/folder[@name='Interact Reports']
```

**Availability**

This property is applicable only if you have installed 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 have installed Interact.

**Campaign | partition[n] | validation**

The Validation Plugin Development Kit (PDK), delivered with Campaign, allows third parties to develop custom validation logic for use in Campaign. Properties in the partition[n] > validation category specify the classpath and class name of the custom validation program, and an optional configuration string.

**validationClass****Description**

The validationClass property specifies the name of the class used for validation in Campaign. The path to the class is specified in the validationClasspath property. The class must be fully qualified with its package name.

For example:

`com.unica.campaign.core.validation.samples.SimpleCampaignValidator` indicates the `SimpleCampaignValidator` class from the sample code.

This property is undefined by default, which causes Campaign to perform no custom validation.

**Default value**

No default value defined.

**validationConfigString**

**Description**

The `validationConfigString` property specifies a configuration string that is passed into the validation plugin when Campaign loads it. The use of the configuration string may vary, depending on the plugin used.

This property is undefined by default.

**Default value**

No default value defined.

**validationClasspath**

**Description**

The `validationClasspath` property specifies the path to the class used for custom validation in Campaign.

You may specify the path as follows:

- The value may be either full path or a relative path. If the path is not an absolute path, the behavior depends on the application server that is running Campaign. WebLogic uses the path to the domain work directory which by default is  
`c:\bea\user_projects\domains\mydomain.`
- If the path ends in a slash (forward slash / for UNIX or backslash \ for Windows), then Campaign assumes the path is to a directory that contains the Java plug-in class that should be used. If the path does not end in a slash, then Campaign assumes that it is the name of a jar file that contains the java class. For example: The value  
`/opt/affinium/campaign/pdk/lib/validation.jar` is the path on a UNIX platform that would point to the jar file that comes out of the box with the plug-in developer kit.

This property is undefined by default, which causes the property to be ignored.

**Default value**

No default value defined.

## **Campaign | partitions | partition[n] | audienceLevels | audienceLevel**

The `partition[n] > audienceLevels` category contains sub-categories and properties that are created and populated when a user creates audience levels in Campaign. You should not edit properties in this category.

Properties in the **partition[n] > audienceLevels > audienceLevel** category specify the number of fields in the audience level and the name of an audience level. These properties are populated when a user creates audience levels in Campaign. You should not edit properties in this category.

### **numFields**

#### **Description**

This property is populated when a user creates audience levels on the Administration page in Campaign. You should not edit this property.

#### **Default value**

No default value defined.

### **audienceName**

#### **Description**

This property is populated when a user creates audience levels on the Administration page in Campaign. You should not edit this property.

#### **Default value**

No default value defined.

## **Campaign | partitions | partition[n] | audienceLevels | audienceLevel | field[n]**

Properties in the this category define an audience level field. These properties are populated when a user creates audience levels on the Administration page in Campaign. You should not edit properties in this category.

### **type**

#### **Description**

The **partition[n] > audienceLevels > audienceLevel > field[n] > type** property is populated when a user creates audience levels on the Administration page in Campaign. You should not edit this property.

#### **Default value**

No default value defined.

### **name**

#### **Description**

The **partition[n] > audienceLevels > audienceLevel > field[n] > name** property is populated when a user creates audience levels on the Administration page in Campaign. You should not edit this property.

#### **Default value**

No default value defined.

## **Campaign | Partitions | partition[n] | dataSources**

Properties in this category configure how Campaign interacts with databases, including its own system tables. These properties specify the databases that Campaign can access and many aspects of how queries are formed.

Each data source that you add in Campaign is represented by a category under partition[n] > dataSources > [DATA\_SOURCE\_NAME].

**Note:** The Campaign system tables data source for each partition must be named UA\_SYSTEM\_TABLES in the Marketing Platform, and a dataSources > UA\_SYSTEM\_TABLES category must exist in the Configuration page for every Campaign partition.

## AccessLibrary

### Description

Campaign chooses its data source access library according to the data source type. For example, libora4d.so is used for Oracle connectivity, while libdb24d.so is used for DB2 connectivity. In most cases, the default selections are appropriate. However, the AccessLibrary property can be changed if the default value proves to be incorrect in your Campaign environment. For example, 64-bit Campaign provides two ODBC access libraries: one appropriate for ODBC data sources compatible with the unixODBC implementation (libodb4d.so, used by Campaign to access, for example, Informix®), and the other compatible with the DataDirect implementation (libodb4dDD.so, used by Campaign to access, for example, Teradata).

## Additional libraries for AIX®

### Description

Campaign includes two additional libraries for AIX ODBC driver managers that support the ODBC ANSI API rather than the ODBC Unicode API:

- libodb4dAO.so (32- and 64-bit) — ANSI-only library for unixODBC-compatible implementations
- libodb4dDDAO.so (64-bit only) — ANSI-only library for DataDirect-compatible implementations

If you determine that the default access library should be overridden (for example, if you purchase a DataDirect driver manager and driver for Informix), set this parameter as required (in the example, to libodb4dDD.so, overriding the default selection of libodb4d.so).

### Default value

No default value defined.

## AliasPrefix

### Description

The AliasPrefix property specifies the way Campaign forms the alias name that Campaign creates automatically when using a dimension table and writing to a new table.

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

A



## AllowBaseJoinsInSelect

### Description

Determines whether Campaign attempts to perform a SQL join of base tables (from the same data source) used in a Select process; otherwise, the equivalent join is performed on the Campaign server.

### Default value

TRUE

### Valid Values

TRUE | FALSE

## AllowSegmentUsingSQLCase

### Description

The AllowSegmentUsingSQLCase property specifies whether the Campaign Segment process consolidates multiple SQL statements into a single SQL statement, when specific configuration conditions are met.

Setting this property to TRUE results in significant performance improvements when all of the following conditions are met:

- Segments are mutually exclusive.
- All segments come from a single table.
- Criteria for each segment are based on the IBM macro language.

In this case, Campaign generates a single SQL CASE statement to perform segmentation, followed by segment-by-field processing on the Campaign application server.

### Default value

TRUE

### Valid Values

TRUE | FALSE

## AllowTempTables

### Description

The AllowTempTables property specifies whether Campaign creates temporary tables in the database. Creating temporary tables can significantly improve the performance of campaigns. When the value is TRUE, temporary tables are enabled.

When temporary tables are enabled, each time a query is issued against the database (for example, by the Segment process), the resulting IDs are written in a temporary table in the database. When an additional query is issued, Campaign may use that temporary table to retrieve rows from the database.

If temporary tables are not enabled, Campaign retains the selected IDs in the server memory. The additional query retrieves IDs from the database and matches them to the IDs in server memory.

For more information about controlling temporary table joins, see MaxTempTableJoinPctSelectAll and MaxTempTableJoinPctWithCondition.

You must have appropriate privileges to write in the database to use temporary tables. This is determined by the database login you provide when you connect to the database.

**Default value**

TRUE

## **ASMSaveDBAuthentication**

**Description**

The ASMSaveDBAuthentication property specifies whether, when you log in to Campaign and map a table in a data source you have not previously logged in to, Campaign saves your user name and password in IBM Unica Marketing.

If you set this property to TRUE, Campaign does not prompt you for a user name and password when you log in to the data source. If you set this property to FALSE, Campaign prompts you for a user name and password each time you log in to the data source.

**Default value**

TRUE

**Valid Values**

TRUE | FALSE

## **ASMUserForDBCredentials**

**Description**

The ASMUserForDBCredentials property specifies the IBM Unica Marketing user name assigned to the Campaign system user (required for accessing the Campaign system tables).

This property is undefined by default.

**Default value**

No default value defined.

## **BulkInsertBlockSize**

**Description**

The BulkInsertBlockSize property defines the maximum size of a data block, in number of records, that Campaign passes to the database at a time.

**Default value**

100

## **BulkInsertRequiresColumnType**

**Description**

The BulkInsertRequiresColumnType property is required to support Data Direct ODBC data sources only. Set this property to TRUE for Data Direct ODBC data sources when using bulk (array) inserts. Set the property to FALSE to be compatible with most other ODBC drivers.

**Default value**

FALSE

## **BulkReaderBlockSize**

### **Description**

The BulkReaderBlockSize property defines the size of a data block, in number of records, that Campaign reads from the database at a time.

### **Default value**

2500

## **ConditionalSQLCloseBracket**

### **Description**

The ConditionalSQLCloseBracket property specifies the type of bracket used to indicate the end of a conditional segment in raw SQL custom macros. Conditionalized segments enclosed within the brackets specified by the ConditionalSQLOpenBracket and ConditionalSQLCloseBracket properties are used only if temp tables exist, and are ignored if there are no temp tables.

### **Default value**

} (closing curly brace)

## **ConditionalSQLOpenBracket**

### **Description**

The ConditionalSQLOpenBracket property specifies the type of bracket used to indicate the start of a conditional segment in raw SQL custom macros. Conditionalized segments enclosed within the brackets specified by the ConditionalSQLOpenBracket and ConditionalSQLCloseBracket properties are used only if temp tables exist, and are ignored if there are no temp tables.

### **Default value**

{ (opening curly brace)

## **ConnectionCacheSize**

### **Description**

The ConnectionCacheSize property specifies the number of connections that Campaign maintains in a cache for each data source.

By default (N=0), Campaign establishes a new connection to a data source for each operation; if Campaign maintains a cache of connections and a connection is available for reuse, Campaign uses the cached connection rather than establishing a new connection.

If the setting is not 0, when a process is done with a connection, Campaign keeps up to the specified number of connections open for an amount of time specified by the InactiveConnectionTimeout property. After this time expires, the connections are removed from the cache and closed.

### **Default value**

0 (zero)

## DateFormat

### Description

Campaign uses the value of the DateFormat property to determine how to parse data in date formats when using the Campaign macro language or when interpreting data from date columns.

Set the value of the DateFormat property to the format in which Campaign expects to receive dates from this data source. The value must match the format your database uses to display dates on select. For most databases, this setting is the same as the setting for the DateOutputFormatString property.

**Note:** If you use the multi-locale feature, you should not use date formats containing 3-letter months (MMM), %b (abbreviated month name), or %B (full month name). Instead, you should use a delimited or fixed format with a numeric value for the month.

To determine the date format your database uses, select a date from the database as described below.

### Selecting a date by database

Table 21. Date formats

| Database   | To determine the correct setting                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| DB2        | Connect to the database from a machine running the Campaign server. Use db2test, located in the Campaign\bin directory, to connect and issue the following command:<br><br>values current date                                                                                                                                                                                                                                                                               |
| Informix   | Informix has different formats for writing and selecting from the database. Connect to the database from a machine running the Campaign server. Use odbctest, located in the Campaign\bin directory, to connect and issue the following command:<br><br>select today from informix.systables where tabid=1;                                                                                                                                                                  |
| Netezza®   | Connect to the database from a machine running the Campaign server. Use odbctest, located in the Campaign\bin directory, to connect and issue the following command:<br><br>CREATE TABLE date_test (f1 DATE);<br>INSERT INTO date_test values (current_date);<br>SELECT f1 FROM date_test;<br><br>Another way to select date format is to run following command:<br><br>SELECT current_date FROM ANY_TABLE limit 1;<br><br>where ANY_TABLE is the name of any existing table |
| Oracle     | Log in to the database from the machine running the Campaign server. Use SQL *Plus to connect and issue the following command:<br><br>SELECT sysdate FROM dual<br><br>The current date is returned in NLS_DATE_FORMAT for that client.                                                                                                                                                                                                                                       |
| SQL Server | Connect to the database from a machine running the Campaign listener. Use odbctest, located in the Campaign\bin directory, to connect and issue the following command:<br><br>SELECT getdate()                                                                                                                                                                                                                                                                               |

Table 21. Date formats (continued)

| Database | To determine the correct setting                                                                                                                                                                                       |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Sybase   | <p>Connect to the database from a machine running the Campaign server. Use odbctest, located in the Campaign\bin directory, to connect and issue the following command:</p> <pre>select today(*) from sys.dummy;</pre> |

### Additional considerations

Note the following database-specific instructions.

#### Teradata

Teradata allows you to define the date format on a per-column basis. In addition to dateFormat and dateOutputFormatString, you must set SuffixOnCreateDateField. To be consistent with our system table settings, use:

- SuffixOnCreateDateField = FORMAT 'YYYY-MM-DD'
- DateFormat = DELIM\_Y\_M\_D
- DateOutputFormatString = %Y-%m-%d

#### SQL Server

If the **Use regional settings when outputting currency, numbers, dates, and times** option is not checked in the ODBC data source configuration, then you cannot reset the date format. In general, it is easier to leave this setting unchecked so that the date format configuration does not change for each language.

#### Default value

DELIM\_Y\_M\_D

#### Valid Values

Any of the formats specified in the DATE macro

### DateOutputFormatString

#### Description

The DateOutputFormatString property specifies the format of the date datatype to be used when Campaign writes any date, such as a campaign start or end date, to a database. Set the value of the DateOutputFormatString property to the format that the data source expects for columns of the type date. For most databases, this setting is the same as the setting for the [data\_source\_name] > DateFormat property.

The DateOutputFormatString property can be set to any of the formats specified for format\_strin the DATE\_FORMAT macro. The DATE\_FORMAT macro accepts two different kinds of formats. One is an identifier (for example, DELIM\_M\_D\_Y, DDMMYYYY, the same as accepted by the DATE macro), while the other is a format string. The value of the DateOutputFormatString property must be a format string - it must not be one of the DATE macro identifiers. Typically, use one of the delimited formats.

You can verify whether you selected the correct format by creating a table and inserting a date in the format you selected, as described in the following procedure.

#### To verify DateOutputFormatString

1. Connect to the database using the appropriate tool, as described in the table for "Selecting a date by database".

Do not use the query tools that come with the database (such as SQL Server's Query Analyzer) to verify that dates are being sent to the database correctly. These query tools might convert the date format to something other than what Campaign actually sent to the database.

2. Create a table and insert a date in the format you selected. For example, if you selected %m/%d/%Y:

```
CREATE TABLE date_test (F1 DATE)
INSERT INTO date_test VALUES ('03/31/2004')
```

If the database allows the INSERT command to complete successfully, then you have selected the correct format.

#### Default value

%Y/%m/%d

### DateTimeFormat

#### Description

The value of the [data\_source\_name] > DateTimeFormat property specifies the format in which Campaign expects to receive datetime/timestamp data from a database. It must match the format your database uses to display datetime/timestamp data on select. For most databases, this setting is the same as the setting for DateTimeOutputFormatString.

Typically, you should set the DateTimeFormat by prepending your DateFormat value with DT\_ after determining the DateFormat value as described in the table for "Selecting a date by database".

**Note:** If you use the multi-locale feature, you should not use date formats containing 3-letter months (MMM), %b (abbreviated month name), or %B (full month name). Instead, you should use a delimited or fixed format with a numeric value for the month.

#### Default value

DT\_DELIM\_Y\_M\_D

#### Valid Values

Only delimited formats are supported, as follows:

- DT\_DELIM\_M\_D
- DT\_DELIM\_M\_D\_Y
- DT\_DELIM\_Y\_M
- DT\_DELIM\_Y\_M\_D
- DT\_DELIM\_M\_Y
- DT\_DELIM\_D\_M
- DT\_DELIM\_D\_M\_Y

### DateTimeOutputFormatString

#### Description

The DateTimeOutputFormatString property specifies the format of the datetime datatype to be used when Campaign writes any datetime, such as a campaign start or end date and time, to a database. Set the value of the DateTimeOutputFormatString property to the format that the data source

expects for columns of the type datetime. For most databases, this setting is the same as the setting for the [data\_source\_name] > DateTimeFormat property.

See DateOutputFormatString for a method for verifying that the format you select is correct.

**Default value**

%Y/%m/%d %H:%M:%S

## **DB2NotLoggedInitially**

**Description**

The DB2NotLoggedInitially property determines whether Campaign uses the not logged initially SQL syntax when populating temporary tables in DB2. When set to TRUE, this property disables logging for inserts in to temp tables, which improves performance and decreases database resource consumption.

If your version of DB2 does not support the not logged initially syntax, set this property to FALSE.

**Default value**

TRUE

**Valid Values**

TRUE | FALSE

## **DB2NotLoggedInitiallyUserTables**

**Description**

The DB2NotLoggedInitiallyUserTables property determines whether Campaign uses the not logged initially SQL syntax for inserts into DB2 user tables. When set to TRUE, this property disables logging for inserts into the user tables, which improves performance and decreases database resource consumption.

**Note:** When set to TRUE, if a user table transaction fails for any reason, the table will become corrupted and must be dropped. All data previously contained in the table will be lost.

**Note:** The DB2NotLoggedInitiallyUserTables property is not used for the Campaign system tables.

**Default value**

FALSE

**Valid Values**

TRUE | FALSE

## **DefaultScale**

**Description**

The DefaultScale property is used when Campaign creates a database field to store numeric values from a flat file, when using the Snapshot or Export process.

This property is not used for numeric values originating in a database table, unless the database field omits information about precision and scale. (Precision indicates the total number of digits allowed for the field. Scale indicates the number of digits allowed to the right of the decimal point. For example, 6.789 has a precision of 4 and a scale of 3. Values obtained from a database table include information about precision and scale, which Campaign uses when creating the field.)

Flat files do not indicate precision and scale. Use `DefaultScale` to specify how many places to the right of the decimal point to define for the field that is created. For example:

- `DefaultScale=0` creates a field with no places to the right of the decimal point (only whole numbers can be stored).
- `DefaultScale=5` creates a field with a maximum of 5 values to the right of the decimal point.

If the value set for `DefaultScale` exceeds the field's precision, `DefaultScale=0` is used for those fields. For example, if the precision is 5, and `DefaultScale=6`, a value of zero is used.

**Default value**

0 (zero)

**DeleteAsRecreate****Description**

The `DeleteAsRecreate` property specifies whether, when an output process is configured to `REPLACE TABLE` and if `TRUNCATE` is not supported, Campaign drops and recreates the table or only deletes from the table.

When the value is `TRUE`, Campaign drops the table and recreates it.

When the value is `FALSE`, Campaign executes a `DELETE FROM` from the table.

**Default value**

`FALSE`

**Valid Values**

`TRUE` | `FALSE`

**DeleteAsTruncate****Description**

The `DeleteAsTruncate` property specifies whether, when an output process is configured to `REPLACE TABLE`, Campaign uses `TRUNCATE TABLE` or deletes from the table.

When the value is `TRUE`, Campaign runs a `TRUNCATE TABLE` from the table.

When the value is `FALSE`, Campaign runs a `DELETE FROM` from the table.

The default value depends on the database type.

**Default value**

- `TRUE` for Netezza, Oracle, Sybase and SQLServer.
- `FALSE` for other database types.

**Valid Values**

`TRUE` | `FALSE`



## DisallowTempTableDirectCreate

### Description

The DisallowTempTableDirectCreate property specifies the way Campaign adds data to a temp table.

When set to FALSE, Campaign performs direct create-and-populate SQL syntax using one command; for example, CREATE TABLE <table\_name> AS ... (for Oracle and Netezza) and SELECT <field\_names> INTO <table\_name> ... (for SQL Server).

When set to TRUE, Campaign creates the temp table and then populates it directly from table to table using separate commands.

### Default value

FALSE

### Valid Values

TRUE | FALSE

## DSN

### Description

Set this property to the data source name (DSN) as assigned in your ODBC configuration for this Campaign data source. This value is undefined by default.

Using the Campaign data source configuration properties, you can specify multiple logical data sources that refer to the same physical data source. For example, you can create two sets of data source properties for the same data source, one with AllowTempTables = TRUE and the other with AllowTempTables = FALSE. Each of these data sources would have a different name in Campaign, but if they refer to the same physical data source and they will have the same DSN value.

### Default value

No default value defined.

## DSNUsingOSAuthentication

### Description

The DSNUsingOSAuthentication property applies only when an Campaign data source is SQL Server. Set the value to TRUE when the DSN is configured to use Windows Authentication mode.

### Default value

FALSE

### Valid Values

TRUE | FALSE

## EnableBaseDimSelfJoin

### Description

The EnableBaseDimSelfJoin property specifies whether the Campaign database behavior will perform self-joins when the Base and Dimension

tables are mapped to the same physical table and the Dimension is not related to the Base table on the Base table's ID field(s).

By default, this property is set to FALSE, and when the Base and Dimension tables are the same database table and the relationship fields are the same (for example, AcctID to AcctID), Campaign assumes that you do not want to perform a join.

#### Default value

FALSE

### EnableSelectDistinct

#### Description

The EnableSelectDistinct property specifies whether the internal lists of IDs for Campaign are de-duplicated by the Campaign server or by the database.

When the value is TRUE, the database performs de-duplication, and SQL queries generated against the database then have the form (when appropriate):

```
SELECT DISTINCT key FROM table
```

When the value is FALSE, the Campaign server performs de-duplication, and SQL queries generated against the database have the form:

```
SELECT key FROM table
```

Leave the default value of FALSE if:

- Your database is constructed so that unique identifiers (primary keys of base tables) are already guaranteed to be de-duped.
- You want the Campaign application server to perform de-duplication to reduce resource consumption/burden on the database.

Regardless of what value you specify for this property, Campaign automatically ensures that keys are de-duplicated as required. This property merely controls where the de-duplication effort occurs (on the database or on the Campaign server).

#### Default value

TRUE

#### Valid Values

TRUE | FALSE

### EnableSelectOrderBy

#### Description

The EnableSelectOrderBy property specifies whether the internal lists of IDs for Campaign are sorted by the Campaign server or by the database.

When the value is TRUE, the database performs the sorting, and SQL queries generated against the database have the form:

```
SELECT <key> FROM <table> ORDER BY <key>
```

When the value is FALSE, the Campaign server performs the sorting, and SQL queries generated against the database have the form:

```
SELECT <key>FROM <table>
```

**Note:** Only set this property to FALSE if the audience levels used are text strings on a non-English database. All other scenarios can use the default of TRUE.

**Default value**

TRUE

**Valid Values**

True | False

## ExcludeFromTableDisplay

**Description**

The ExcludeFromTableDisplay parameter allows you to limit the database tables that are displayed during table mapping in Campaign. It does not reduce the number of table names retrieved from the database.

Table names matching the specified patterns are not displayed.

For example, if you set the value of this parameter to sys.\*, tables with names that begin with sys. are not displayed. Note that the values for this parameter are case-sensitive.

**Default value**

UAC\_\*, which excludes temp tables and Extract tables, when the ExtractTablePrefix property's value is the default value

## ExtractTablePostExecutionSQL

**Description**

Use the ExtractTablePostExecutionSQL property to specify one or more complete SQL statements that run immediately after the creation and population of an Extract table.

Tokens available to ExtractTablePostExecutionSQL are described below.

*Table 22. Tokens available to ExtractTablePostExecutionSQL*

| Token           | Description                                                                                                                          |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------|
| <AMUSER>        | This token is replaced with the IBM Unica Marketing user name associated with the flowchart for which the Extract table was created. |
| <CAMPAIGNCODE>  | This token is replaced with the code for the campaign associated with the flowchart for which the Extract table was created.         |
| <CAMPAIGNNAME>  | This token is replaced with the name of the campaign associated with the flowchart for which the Extract table was created.          |
| <DBUSER>        | This token is replaced with the database user name for the database where the Extract table was created.                             |
| <FLOWCHARTNAME> | This token is replaced with the name of the flowchart associated with the Extract table creation.                                    |
| <KEYCOLUMNS>    | This token is replaced with the Extract table column name(s).                                                                        |
| <TABLENAME>     | This token is replaced with the Extract table name.                                                                                  |

Table 22. Tokens available to ExtractTablePostExecuteSQL (continued)

| Token  | Description                                                                           |
|--------|---------------------------------------------------------------------------------------|
| <USER> | This token is replaced with the Campaign user name of the user running the flowchart. |

#### Default value

Not defined

#### Valid Values

A valid SQL statement

### ExtractTablePrefix

#### Description

The ExtractTablePrefix property specifies a string that is automatically prepended to all Extract table names in Campaign.

#### Default value

UAC\_EX

### ForceNumeric

#### Description

The ForceNumeric property specifies whether Campaign retrieves numeric values as the data type double. When the value is set to TRUE, Campaign retrieves all numeric values as the data type double.

#### Default value

FALSE

#### Valid Values

TRUE | FALSE

### InactiveConnectionTimeout

#### Description

The InactiveConnectionTimeout property specifies the number of seconds an inactive Campaign database connection is left open before it is closed. Setting the value to 0 disables the timeout, leaving the connection open.

#### Default value

120

### InsertLogSize

#### Description

The InsertLogSize property specifies when a new entry is entered in the log file while the Campaign Snapshot process is running. Every time the number of records written by the Snapshot process reaches a multiple of the number specified in the InsertLogSize property, a log entry is written. The log entries can help you determine how far a running Snapshot process has progressed. Setting this value too low may create large log files.

#### Default value

100000 (one hundred thousand records)

#### Valid Values

Positive integers

#### JndiName

##### Description

The JndiName property is used only when configuring the Campaign system tables (not for other data sources, such as customer tables). Set its value to the Java Naming and Directory Interface (JNDI) data source that is defined in the application server (WebSphere® or WebLogic).

##### Default value

campaignPartition1DS

#### LoaderCommand

##### Description

The LoaderCommand property specifies the command issued to invoke your database load utility in Campaign. If you set this parameter, Campaign enters the database loader utility mode for all output files from the Snapshot process that are used with the “replace all records” settings. This parameter also invokes the database loader utility mode when Campaign uploads ID lists into temp tables.

The valid value for this property is any 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 (for example, moving files to a database server first or invoking ISQL to use the load command in Sybase IQ).

Most database load utilities require several arguments to be launched successfully. These arguments can include specifying the data file and control file to load from and the database and table to load into. Campaign supports the following tokens, which 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 LoaderCommand are described below.

*Table 23. Tokens available to LoaderCommand*

| Token          | Description                                                                                                                                                                                           |
|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <AMUSER>       | This token is replaced with the IBM Unica Marketing user name associated with the flowchart being run.                                                                                                |
| <CAMPAIGNCODE> | This token is replaced with the code for the campaign associated with the flowchart.                                                                                                                  |
| <CAMPAIGNNAME> | This token is replaced with the name of the campaign associated with the flowchart being run.                                                                                                         |
| <CONTROLFILE>  | This token is replaced with the full path and file name to the temporary control file that Campaign generates according to the template that is specified in the LoaderControlFileTemplate parameter. |

Table 23. Tokens available to LoaderCommand (continued)

| Token           | Description                                                                                                                                                                                                                                          |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <DATABASE>      | This token is replaced with the name of the data source that Campaign is loading data into. This is the same data source name used in the category name for this data source.                                                                        |
| <DATAFILE>      | This token is replaced with the full path and file name to the temporary data file created by Campaign during the loading process. This file is in the Campaign Temp directory, UNICA_ACTMPDIR.                                                      |
| <DBUSER>        | This token is replaced with the database user name for the database.                                                                                                                                                                                 |
| <DSN>           | This token is replaced with the value of the DSN property. If the DSN property is not set, the <DSN> token is replaced by the data source name used in the category name for this data source (the same value used to replace the <DATABASE> token). |
| <FLOWCHARTNAME> | This token is replaced with the name of the flowchart being run.                                                                                                                                                                                     |
| <NUMFIELDS>     | This token is replaced with the number of fields in the table.                                                                                                                                                                                       |
| <PASSWORD>      | This token is replaced with the database password from the current flowchart connection to the data source.                                                                                                                                          |
| <TABLE>         | This token is obsolete, but is supported for compatibility with earlier versions. See <TABLENAME>, which replaced <TABLE> as of version 4.6.3.                                                                                                       |
| <TABLENAME>     | This token is replaced with the database table name that Campaign is loading data into. This is the target table from your Snapshot process or the name of the Temp Table being created by Campaign.                                                 |
| <USER>          | This token is replaced with the database user from the current flowchart connection to the data source.                                                                                                                                              |

#### Default value

No default value defined.

#### Valid Values

Any full path name either to the database load utility executable or to a script that launches the database load utility

## LoaderCommandForAppend

#### Description

The LoaderCommandForAppend parameter specifies the command issued to invoke your database load utility for appending records to a database table in Campaign. If you set this parameter, Campaign enters database loader utility mode for all output files from the Snapshot process that are used with the “append records” settings.

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 (for example, moving files to a database server first or invoking ISQL to use the load command in Sybase IQ).

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 LoaderCommandForAppend are described below.

*Table 24. Tokens available to LoaderCommandForAppend*

| Token           | Description                                                                                                                                                                                                                                          |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <AMUSER>        | This token is replaced with the IBM Unica Marketing user name associated with the flowchart being run.                                                                                                                                               |
| <CAMPAIGNCODE>  | This token is replaced with the code for the campaign associated with the flowchart being run.                                                                                                                                                       |
| <CAMPAIGNNAME>  | This token is replaced with the name of the campaign associated with the flowchart being run.                                                                                                                                                        |
| <CONTROLFILE>   | This token is replaced with the full path and file name to the temporary control file that Campaign generates according to the template that is specified in the LoaderControlFileTemplate parameter.                                                |
| <DATABASE>      | This token is replaced with the name of the data source that Campaign is loading data into. This is the same data source name used in the category name for this data source.                                                                        |
| <DATAFILE>      | This token is replaced with the full path and file name to the temporary data file created by Campaign during the loading process. This file is in the Campaign Temp directory, UNICA_ACTMPDIR.                                                      |
| <DBUSER>        | This token is replaced with the database user name for the database where the temp tables were created.                                                                                                                                              |
| <DSN>           | This token is replaced with the value of the DSN property. If the DSN property is not set, the <DSN> token is replaced by the data source name used in the category name for this data source (the same value used to replace the <DATABASE> token). |
| <FLOWCHARTNAME> | This token is replaced with the name of the flowchart associated with the temp table creation.                                                                                                                                                       |
| <NUMFIELDS>     | This token is replaced with the number of fields in the table.                                                                                                                                                                                       |
| <PASSWORD>      | This token is replaced with the database password from the current flowchart connection to the data source.                                                                                                                                          |
| <TABLE>         | This token is obsolete, but is supported for compatibility with earlier versions. See <TABLENAME>, which replaced <TABLE> as of version 4.6.3.                                                                                                       |
| <TABLENAME>     | This token is replaced with the database table name that Campaign is loading data into. This is the target table from your Snapshot process or the name of the Temp Table being created by Campaign.                                                 |

Table 24. Tokens available to LoaderCommandForAppend (continued)

| Token  | Description                                                                                             |
|--------|---------------------------------------------------------------------------------------------------------|
| <USER> | This token is replaced with the database user from the current flowchart connection to the data source. |

#### Default value

No default value defined.

## LoaderControlFileTemplate

### Description

The LoaderControlFileTemplate property specifies the full path and file name to the control file template configured in Campaign. When this parameter is set, Campaign dynamically builds a temporary control file based on the template that you specify here. The path and name of this temporary control file is available to the <CONTROLFILE> token that is available to the LoaderCommand parameter.

Before you use Campaign 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 Campaign.

For the correct syntax required for your control file, see your database loader utility documentation.

This parameter is undefined by default.

Tokens available to LoaderControlFileTemplate are the same as those described for the LoaderCommand property, plus the following special tokens, which are repeated once for each field in the outbound table.

Table 25. Tokens available to LoaderControlFileTemplate

| Token            | Description                                                                                                                                                                                                                                                                                                                                            |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <DBCOLUMNNUMBER> | This token is replaced with the column ordinal in the database.                                                                                                                                                                                                                                                                                        |
| <FIELDLENGTH>    | This token is replaced with the length of the field being loaded into the database.                                                                                                                                                                                                                                                                    |
| <FIELDNAME>      | This token is replaced with the name of the field being loaded into the database.                                                                                                                                                                                                                                                                      |
| <FIELDNUMBER>    | This token is replaced with the number of the field being loaded into the database.                                                                                                                                                                                                                                                                    |
| <FIELDTYPE>      | 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>)" |
| <NATIVETYPE>     | This token is replaced with the actual database type that this field is loaded into.                                                                                                                                                                                                                                                                   |
| <xyz>            | This token places the specified character(s) on all fields being loaded into the database, except the last. A typical use is <,> which repeats a comma for all fields except the last.                                                                                                                                                                 |



Table 25. Tokens available to LoaderControlFileTemplate (continued)

| Token  | Description                                                                                   |
|--------|-----------------------------------------------------------------------------------------------|
| <~xyz> | This token places the specified characters only on the last repeated line.                    |
| <!xyz> | This token places the specified character(s), including the angle brackets < >, on all lines. |

#### Default value

No default value defined.

## LoaderControlFileTemplateForAppend

### Description

The LoaderControlFileTemplateForAppend property specifies the full path and file name to the control file template configured in Campaign. When this parameter is set, Campaign 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 Campaign 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 Campaign.

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.

## LoaderDelimiter

### Description

The LoaderDelimiter property specifies whether the temporary data file is a fixed-width or delimited flat file, and, if it is delimited, the characters Campaign uses as delimiters.

If the value is undefined, Campaign 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 known to be empty. Campaign 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

No default value defined.

#### Valid Values

Characters, which can be enclosed in double quotation marks, if wanted.

## LoaderDelimiterAtEnd

### Description

Some external load utilities require that the data file be delimited and that each line end with the delimiter (for example, Informix's dbaccess using External Tables). To accommodate this requirement, set the LoaderDelimiterAtEnd value to TRUE, so that when the loader is invoked to populate a table that is known to be empty, Campaign uses delimiters at the end of each line.

FALSE

### Default value

FALSE

### Valid Values

TRUE | FALSE

## LoaderDelimiterAtEndForAppend

### Description

Some external load utilities require that the data file be delimited and that each line end with the delimiter (for example, Informix's dbaccess using External Tables). 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, Campaign uses delimiters at the end of each line.

### Default value

FALSE

### Valid Values

TRUE | FALSE

## LoaderDelimiterForAppend

### Description

The LoaderDelimiterForAppend property specifies whether the temporary Campaign 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, Campaign 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. Campaign 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

No default value defined.

### Valid Values

Characters, which you may enclose in double quotation marks, if wanted.

## LoaderUseLocaleDP

### Description

The LoaderUseLocaleDP property specifies, when Campaign 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

## MaxItemsInList

### Description

Allows you to specify the maximum number of items that Campaign is allowed to include in a single list in SQL (for example, the list of values following an IN operator in a WHERE clause).

### Default value

1000 (Oracle only), 0 (unlimited) for all other databases

### Valid Values

integers

## MaxQueryThreads

### Description

The MaxQueryThreads property specifies the upper limit on the number of simultaneous queries allowed to run against each database source from a single Campaign flowchart.

Campaign runs database queries using independent threads. Because Campaign processes run in parallel, it is common to have multiple queries running simultaneously against a single data source. If the number of queries to be run in parallel exceeds the value specified by this property, the Campaign server automatically limits the number of simultaneous queries to this value.

The maximum value is unlimited. Note that when the maxReuseThreads property is set to a non-zero value, it should be greater than or equal to the value of MaxQueryThreads.

### Default value

Varies depending on the database

## MaxRowFetchRecords

### Description

When the selected number of IDs is less than the value specified by the MaxRowFetchRecords property, Campaign passes the IDs to the database,

one at a time in a separate SQL query. This process may be very time-consuming. If the number of selected IDs is greater than the value specified by this parameter, Campaign uses temporary tables (if allowed against the database source), or it pulls down all the values from the table, not including any unnecessary values.

For performance reasons, it is best to keep this number low.

**Default value**

100

## **MaxTempTableJoinPctSelectAll**

**Description**

When a query is issued, Campaign creates a temporary table on the database containing the exact list of IDs, as a result of the query. When an additional query that selects all records is issued against the database, the `MaxTempTableJoinPctSelectAll` property specifies whether a join is performed with the temporary table.

If the relative size of the temporary table (specified as a percentage) is greater than the value of the `MaxTempTableJoinPctWithCondition` property, no join is performed. All records are selected first, then unwanted records are discarded.

If the relative size of the temporary table (specified as a percentage) is less than or equal to the value of `MaxTempTableJoinPctWithCondition` property, the join is performed with the temporary table first, and then the resulting IDs are retrieved to the server.

This property is applicable only if the value of the `AllowTempTables` property is set to TRUE. This property is ignored if the `useInDbOptimization` property is set to YES.

**Default value**

90

**Valid Values**

Integers between 0-100. A value of 0 means that temporary table joins are never used; a value of 100 means that table joins are always used, regardless of the size of the temporary table.

**Example**

Assume that `MaxTempTableJoinPctSelectAll` is set to 90. First, you might want to select customers (`CustID`) with account balances (`Accnt_balance`) greater than \$1,000 from the database table (`Customer`).

The corresponding SQL expression generated by the Select process may look like this:

```
SELECT CustID FROM Customer
WHERE Accnt_balance > 1000
```

The Select process may retrieve 100,000 IDs from the total table size of 1,000,000, which is 10%. If temporary tables are allowed, Campaign writes the selected IDs (`TempID`) into a temporary table (`Temp_table`) in the database.

Then, you might want to snapshot the selected IDs (`CustID`) together with the actual balance (`Accnt_balance`). Since the relative size of the temporary

table (Temp\_table) is less than 90 percent (MaxTempTableJoinPctSelectAll), the join is done with the temporary table first. The SQL expression generated by the Snapshot process may look like this:

```
SELECT CustID, Acctnt_balance FROM Customer, Temp_table WHERE CustID = TempID
```

If the Select process retrieves more than 90 percent the subsequent Snapshot process retrieves all the records, and matches them with the first set of IDs, discarding the unnecessary ones.

The SQL expression generated by the Snapshot process may look like this:

```
SELECT CustID, Acctnt_balance FROM Customer
```

## **MaxTempTableJoinPctWithCondition**

### **Description**

When a query is issued, Campaign creates a temporary table on the database containing the exact list of IDs, as a result of the query. When an additional query, selecting records with limitation conditions is issued against the database, the MaxTempTableJoinPctWithCondition property specifies whether a join should be performed with the temporary table.

If the relative size of the temporary table (specified as a percentage) is greater than the value of MaxTempTableJoinPctWithCondition, no join is performed. This avoids the overhead in the database where it may not be needed. In this case, the query is issued against the database, the resulting list of IDs retrieved, and then unwanted records are discarded as they are matched to the list in server memory.

If the relative size of the temporary table (in percentage) is less than or equal to the value of MaxTempTableJoinPctWithCondition, the join is done with the temporary table first, and then the resulting IDs are retrieved to the server.

This property is applicable only if the value of the AllowTempTables property is set to TRUE.

### **Default value**

20

### **Valid Values**

Integers between 0-100. A value of 0 means that temporary table joins are never used; a value of 100 means that table joins are always used, regardless of the size of the temporary table.

## **MinReqForLoaderCommand**

### **Description**

Use this property to set the threshold for using the bulk loader. Campaign invokes the script assigned to the LoaderCommand parameter when the number of unique IDs in the input cell exceeds the value defined here. The value of this property does not represent the number of records that will be written.

If this property is not configured, Campaign assumes that the value is the default value (zero). If this property is configured but a negative value or non-integer value is set as the value, Campaign assumes that the value is zero.

### **Default value**

0 (zero)

#### **Valid Values**

Integers

### **MinReqForLoaderCommandForAppend**

#### **Description**

Use this property to set the threshold for using the bulk loader. Campaign invokes the script assigned to the LoaderCommandForAppend parameter when the number of unique IDs in the input cell exceeds the value defined here. The value of this property does not represent the number of records that will be written.

If this property is not configured, Campaign assumes that the value is the default value (zero). If this property is configured but a negative value or non-integer value is set as the value, Campaign assumes that the value is zero.

#### **Default value**

0 (zero)

#### **Valid Values**

Positive integers

### **NumberOfRetries**

#### **Description**

The NumberOfRetries property specifies the number of times Campaign automatically retries a database operation on failure. Campaign automatically resubmits queries to the database this number of times before reporting a database error or failure.

#### **Default value**

0 (zero)

### **ODBCTableTypes**

#### **Description**

The ODBCTableTypes property is required to support Sybase IQ/ASE data sources only. Campaign requires this property to be set in order to display the list of tables in the table mapping window. Add the following values to this property to enable mapping for Sybase IQ/ASE data sources:

'TABLE', 'VIEW', 'SYNONYM', 'ALIAS'

This property is empty by default, which is appropriate for data sources other than Sybase IQ/ASE.

#### **Default value**

Not defined

#### **Valid Values**

'TABLE','VIEW','SYNONYM','ALIAS'

### **ODBCUnicode**

#### **Description**

The ODBCUnicode property specifies the type of encoding used in Campaign ODBC calls. It is used only with ODBC data sources and is ignored when used with Oracle or DB2 native connectivity.

**Important:** If this property is set to UTF-8 or UCS-2, the data source's StringEncoding value must be set to either UTF-8 or WIDEUTF-8, otherwise the ODBCUnicode property's setting is ignored.

#### Default value

disabled

#### Valid Values

Possible values for this property are:

- Disabled - Campaign uses ANSI ODBC calls.
- UTF-8 - Campaign uses Unicode ODBC calls and assumes that a SQLWCHAR is a single byte. This is compatible with DataDirect ODBC drivers.
- UCS-2 - Campaign uses Unicode ODBC calls and assumes that a SQLWCHAR is 2 bytes. This is compatible with Windows and unixODBC ODBC drivers.

## ODBCv2

#### Description

Use the ODBCv2 property to specify which ODBC API specification Campaign should use for the data source.

The default value of FALSE allows Campaign to use the v3 API specification, while a setting of TRUE causes Campaign to use the v2 API specification. Set the ODBCv2 property to TRUE for data sources that do not support the ODBC v3 API specification.

When the ODBCv2 property is set to TRUE, Campaign does not support the ODBC Unicode API, and values other than disabled for the ODBCUnicode property are not recognized.

#### Default value

FALSE

#### Valid Values

TRUE | FALSE

## OwnerForTableDisplay

#### Description

The OwnerForTableDisplay property allows you to limit the table mapping display in Campaign to tables owned by a specified user, or to one or more sets of tables owned by the specified user(s).

To display only those tables owned by one or more users, specify the database user IDs using a comma-separated list. For example:

```
<property name="OwnerForTableDisplay">user1,user2,user3</property>
```

To specify a table name pattern in addition to the user name, append the pattern to the user ID. For example, the following setting limits the table display to tables beginning with ABC for user1 and XYZ for user2:

OwnerForTableDisplay=user1.ABC%,user2.XYZ%

**Default value**

No default value defined.

**PadTextWithSpaces**

**Description**

When set to TRUE, the PadTextWithSpaces property causes Campaign to pad text values with spaces until the string is the same width as the database field.

**Default value**

FALSE

**Valid Values**

TRUE | FALSE

**PostExtractTableCreateRunScript**

**Description**

Use the PostExtractTableCreateRunScript property to specify a script or executable for Campaign to run after an Extract table has been created and populated.

Tokens available to PostExtractTableCreateRunScript are described below.

*Table 26. Tokens available to PostExtractTableCreateRunScript*

| Token           | Description                                                                                                                          |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------|
| <DBUSER>        | This token is replaced with the database user name for the database where the Extract table was created.                             |
| <AMUSER>        | This token is replaced with the IBM Unica Marketing user name associated with the flowchart for which the Extract table was created. |
| <CAMPAIGNNAME>  | This token is replaced with the name of the campaign associated with the flowchart for which the Extract table was created.          |
| <CAMPAIGNCODE>  | This token is replaced with the code for the campaign associated with the flowchart for which the Extract table was created.         |
| <FLOWCHARTNAME> | This token is replaced with the name of the flowchart associated with the Extract table creation.                                    |
| <PASSWORD>      | This token is replaced with the database password from the current flowchart connection to the data source.                          |
| <KEYCOLUMNS>    | This token is replaced with the Extract table column name(s).                                                                        |

**Default value**

Not defined

**Valid Values**

File name of a shell script or executable



## PostSegmentTableCreateRunScript

### Description

Specifies a script or executable that Campaign runs after a Segment temp table has been created and populated.

Tokens available to PostSegmentTableCreateRunScript are described below.

Table 27. Tokens available to PostSegmentTableCreateRunScript

| Token           | Description                                                                                                                               |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| <DBUSER>        | This token is replaced with the database user name for the database where the Segment temp table was created.                             |
| <AMUSER>        | This token is replaced with the IBM Unica Marketing user name associated with the flowchart for which the Segment temp table was created. |
| <CAMPAIGNNAME>  | This token is replaced with the name of the campaign associated with the flowchart for which the Segment temp table was created.          |
| <CAMPAIGNCODE>  | This token is replaced with the code for the campaign associated with the flowchart for which the Segment temp table was created.         |
| <FLOWCHARTNAME> | This token is replaced with the name of the flowchart associated with the Segment temp table creation.                                    |
| <PASSWORD>      | This token is replaced with the database password from the current flowchart connection to the data source.                               |
| <KEYCOLUMNS>    | This token is replaced with the Segment temp table column name(s).                                                                        |

### Default value

Not defined

### Valid Values

File name of a script or executable

## PostSnapshotTableCreateRunScript

### Description

Use the PostSnapshotTableCreateRunScript property to specify a script or executable that Campaign runs after a Snapshot table has been created and populated.

Tokens available to PostSnapshotTableCreateRunScript are described below.

Table 28. Tokens available to PostSnapshotTableCreateRunScript

| Token          | Description                                                                                                                           |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------|
| <DBUSER>       | This token is replaced with the database user name for the database where the Snapshot table was created.                             |
| <AMUSER>       | This token is replaced with the IBM Unica Marketing user name associated with the flowchart for which the Snapshot table was created. |
| <CAMPAIGNNAME> | This token is replaced with the name of the campaign associated with the flowchart for which the Snapshot table was created.          |

Table 28. Tokens available to PostSnapshotTableCreateRunScript (continued)

| Token           | Description                                                                                                                   |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------|
| <CAMPAIGNCODE>  | This token is replaced with the code for the campaign associated with the flowchart for which the Snapshot table was created. |
| <FLOWCHARTNAME> | This token is replaced with the name of the flowchart associated with the Snapshot table creation.                            |
| <PASSWORD>      | This token is replaced with the database password from the current flowchart connection to the data source.                   |
| <KEYCOLUMNS>    | This token is replaced with the Snapshot table column name(s).                                                                |

#### Default value

Not defined

#### Valid Values

File name of a shell script or executable

## PostTempTableCreateRunScript

#### Description

Use the PostTempTableCreateRunScript property to specify a script or executable for Campaign to run after a temp table has been created and populated in a user data source or in the system tables database.

Tokens available to PostTempTableCreateRunScript are described below.

Table 29. Tokens available to PostTempTableCreateRunScript

| Token           | Description                                                                                                                     |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------|
| <DBUSER>        | This token is replaced with the database user name for the database where the temp tables were created.                         |
| <AMUSER>        | This token is replaced with the IBM Unica Marketing user name associated with the flowchart for which temp tables were created. |
| <CAMPAIGNNAME>  | This token is replaced with the name of the campaign associated with the flowchart for which temp tables were created.          |
| <CAMPAIGNCODE>  | This token is replaced with the code for the campaign associated with the flowchart for which temp tables were created.         |
| <FLOWCHARTNAME> | This token is replaced with the name of the flowchart associated with the temp table creation.                                  |
| <PASSWORD>      | This token is replaced with the database password from the current flowchart connection to the data source.                     |
| <KEYCOLUMNS>    | This token is replaced with the temp table column name(s).                                                                      |

#### Default value

No default value defined.

## PostUserTableCreateRunScript

### Description

Specifies a script or executable that Campaign runs after a User table has been created and populated.

Tokens available to PostUserTableCreateRunScript are described below.

*Table 30. Tokens available to PostUserTableCreateRunScript*

| Token           | Description                                                                                                                       |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------|
| <DBUSER>        | This token is replaced with the database user name for the database where the User table was created.                             |
| <AMUSER>        | This token is replaced with the IBM Unica Marketing user name associated with the flowchart for which the User table was created. |
| <CAMPAIGNNAME>  | This token is replaced with the name of the campaign associated with the flowchart for which the User table was created.          |
| <CAMPAIGNCODE>  | This token is replaced with the code for the campaign associated with the flowchart for which the User table was created.         |
| <FLOWCHARTNAME> | This token is replaced with the name of the flowchart associated with the User table creation.                                    |
| <PASSWORD>      | This token is replaced with the database password from the current flowchart connection to the data source.                       |
| <KEYCOLUMNS>    | This token is replaced with the User table column name(s).                                                                        |

### Default value

Not defined

### Valid Values

File name of a script or executable

## PrefixOnSelectSQL

### Description

Use the PrefixOnSelectSQL property to specify a string that is automatically prepended to all SELECT SQL expressions generated by Campaign.

This property applies only to SQL generated by Campaign, and does not apply to SQL in “raw SQL” expressions used in the Select process.

This property is automatically added to the SELECT SQL expression without checking its syntax. If you use this property, make sure that it is a legal expression.

This property is undefined by default.

Tokens available to PrefixOnSelectSQL are described below.

Table 31. Tokens available to PrefixOnSelectSQL

| Token           | Description                                                                                                                     |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------|
| <AMUSER>        | This token is replaced with the IBM Unica Marketing user name associated with the flowchart for which temp tables were created. |
| <CAMPAIGNCODE>  | This token is replaced with the code for the campaign associated with the flowchart for which temp tables were created.         |
| <CAMPAIGNNAME>  | This token is replaced with the name of the campaign associated with the flowchart for which temp tables were created.          |
| <DBUSER>        | This token is replaced with the database user name for the database where the temp tables were created.                         |
| <FLOWCHARTNAME> | This token is replaced with the name of the flowchart associated with the temp table creation.                                  |
| <USER>          | This token is replaced with the Campaign user name of the user running the flowchart.                                           |

#### Default value

No default value defined.

### QueryThreadSleep

#### Description

The QueryThreadSleep property affects the CPU utilization of the Campaign server process (UNICA\_ACSVR). When the value is TRUE, the thread that the Campaign server process uses to check for query completion sleeps between checks. When the value is FALSE, the Campaign server process checks continuously for query completion.

#### Default value

TRUE

### ReaderLogSize

#### Description

The ReaderLogSize parameter defines when Campaign makes a new entry in the log file when reading data from the database. Every time the number of records read from the database reaches a multiple of the number defined by this parameter, a log entry is written in the log file.

This parameter can help you determine how far a process has progressed in its run. Setting this value too low may create large log files.

#### Default value

1000000 (one million records)

#### Valid Values

Integers

### SegmentTempTablePrefix

#### Description

Sets the prefix for Segment tables created by the CreateSeg process in this data source.

**Default value**

UACS

## ShareConnection

**Description**

The ShareConnection property is no longer used and should remain set to its default value, FALSE.

**Default value**

FALSE

**Valid Values**

FALSE

## SQLOnConnect

**Description**

The SQLOnConnect property defines a complete SQL statement that Campaign runs immediately after each database connection.

The SQL statement generated by this property is automatically passed to your database without checking its syntax. If you use this property, make sure that it is a legal expression. The string may be enclosed in quotation marks, but this is not required.

This property is undefined by default.

Tokens available to SQLOnConnect are described below.

*Table 32. Tokens available to SQLOnConnect*

| Token           | Description                                                                                                                     |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------|
| <AMUSER>        | This token is replaced with the IBM Unica Marketing user name associated with the flowchart for which temp tables were created. |
| <CAMPAIGNCODE>  | This token is replaced with the code for the campaign associated with the flowchart for which temp tables were created.         |
| <CAMPAIGNNAME>  | This token is replaced with the name of the campaign associated with the flowchart for which temp tables were created.          |
| <DBUSER>        | This token is replaced with the database user name for the database where the temp tables were created.                         |
| <FLOWCHARTNAME> | This token is replaced with the name of the flowchart associated with the temp table creation.                                  |
| <USER>          | This token is replaced with the Campaign user name of the user running the flowchart.                                           |

**Default value**

No default value defined.

## StringEncoding

### Description

The `StringEncoding` property specifies the character encoding of the database. When Campaign retrieves data from the database, the data is transcoded from the encoding specified to the internal encoding of Campaign (UTF-8). Likewise, when Campaign sends a query to the database, character data is transcoded from the internal encoding of Campaign to the encoding specified in the `StringEncoding` property.

The value of this property must match the encoding used on the database client.

Do not leave this value blank although it is undefined by default. If you use ASCII data, set this value to UTF-8.

**Note:** If your database client's encoding is set for UTF-8, the preferred setting for this value is WIDEUTF-8. The WIDE-UTF-8 setting works only if your database client is set to UTF-8.

**Important:** If you use the partitions > partition[n] > dataSources > [data\_source\_name] > ODBCUnicode property, this property is set to either UTF-8 or WIDEUTF-8, otherwise the ODBCUnicode property's setting is ignored.

See Appendix C, Internationalization and Encodings for a list of supported encodings.

See the following sections for important exceptions and additional considerations.

### Default value

No default value defined.

### Database-specific considerations

For DB2 or SQL Server, you should use a code page rather than an iconv encoding. For Teradata, you should override some default behavior. This section describes how to set the correct value for the `StringEncoding` property with these databases.

#### DB2

To determine the correct value for the `StringEncoding` property with a DB2 database, look up the code page that corresponds to the regional settings of the Campaign server's operating system.

To set the value of the `StringEncoding` property for a DB2 database, add this command to the Campaign server startup script:

```
db2set DB2CODEPAGE=CPIBM_code_page
```

For example, to use UTF-8:

```
db2set DB2CODEPAGE=1208
```

This affects all DB2 data sources and may affect other running programs.

#### SQL Server

To determine the correct the value for the `StringEncoding` property with a SQL Server database, look up the code page that corresponds to the regional settings of the server's operating system.

For example, to use code page 932 (Japanese Shift-JIS):  
`StringEncoding=CP932`

### Teradata

Teradata supports per-column character encoding, while Campaign supports only per-data source encoding. UTF-8 cannot be used with Campaign due to a bug in the Teradata ODBC driver. Teradata sets a default character encoding for each login. You can override this using a parameter in the ODBC data source configuration on Windows or in the `odbc.ini` on UNIX platforms as follows:

`CharacterSet=UTF8`

The default encoding for a Teradata table is LATIN. Teradata has very few built-in encodings, but it supports user-defined encodings.

The default value of the `StringEncoding` property is ASCII.

**Important:** For many situations involving a UTF-8 database, you should use WIDEUTF-8 pseudo-encoding, described in the WIDEUTF-8 section.

### WIDEUTF-8

Campaign is normally responsible for transcoding between its internal encoding, UTF-8, and the encoding of the database. When the database is encoded in UTF-8, the value UTF-8 can be specified for `StringEncoding` (except for SQLServer), and no transcoding will be needed. Traditionally, these have been the only viable models for Campaign to access non-English data within a database.

In the 7.0 version of Campaign, a new database encoding called WIDEUTF-8 was introduced as a valid value for the `StringEncoding` property. By using this encoding, Campaign still uses UTF-8 to communicate with the database client, but allows the client to perform the task of transcoding between UTF-8 and the encoding of the actual database. This enhanced version of UTF-8 is needed to alter the widths of table column mappings so that they will be wide enough for transcoded text.

**Note:** The WIDEUTF-8 pseudo-encoding may be used only in the database configuration. It should not be used for any other purpose.

**Note:** Oracle does not support transcoding through the client.

## SuffixOnAllOtherSQL

### Description

The `SuffixOnAllOtherSQL` property specifies a string that is automatically appended to every SQL expression, generated by Campaign, which are not covered by the `SuffixOnInsertSQL`, `SuffixOnSelectSQL`, `SuffixOnTempTableCreation`, `SuffixOnUserTableCreation`, or `SuffixOnUserBaseTableCreation` properties.

This property applies only to SQL generated by Campaign, and does not apply to SQL in “raw SQL” expressions used in the Select process.

`SuffixOnAllOtherSQL` is used for the following expression types, when generated by Campaign:

```
TRUNCATE TABLE table
DROP TABLE table
DELETE FROM table [WHERE ...]
UPDATE table SET ...
```

This property is automatically added to the SQL expression without checking its syntax. If you use this parameter, make sure that it is a legal expression. The string may be enclosed in quotation marks, but this is not required.

This property is undefined by default.

Tokens available to `SuffixOnAllOtherSQL` are described below.

*Table 33. Tokens available to SuffixOnAllOtherSQL*

| Token           | Description                                                                                                                     |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------|
| <AMUSER>        | This token is replaced with the IBM Unica Marketing user name associated with the flowchart for which temp tables were created. |
| <CAMPAIGNCODE>  | This token is replaced with the code for the campaign associated with the flowchart for which temp tables were created.         |
| <CAMPAIGNNAME>  | This token is replaced with the name of the campaign associated with the flowchart for which temp tables were created.          |
| <DBUSER>        | This token is replaced with the database user name for the database where the temp tables were created.                         |
| <FLOWCHARTNAME> | This token is replaced with the name of the flowchart associated with the temp table creation.                                  |
| <USER>          | This token is replaced with the Campaign user name of the user running the flowchart.                                           |

#### Default value

No default value defined.

### SuffixOnCreateDateField

#### Description

The `SuffixOnCreateDateField` property specifies a string that Campaign automatically appends to any DATE fields in the CREATE TABLE SQL statement.

For example, you might set this property as follows:

```
SuffixOnCreateDateField = FORMAT 'YYYY-MM-DD'
```

If this property is undefined (the default), the CREATE TABLE command is unchanged.

**Note:** See the table in the description of the `DateFormat` property.

#### Default value

No default value defined.

### SuffixOnInsertSQL

#### Description



The `SuffixOnInsertSQL` property specifies a string that is automatically appended to all INSERT SQL expressions generated by Campaign. This property applies only to SQL generated by Campaign, and does not apply to SQL in “raw SQL” expressions used in the Select process.

`SuffixOnInsertSQL` is used for the following expression type, when generated by Campaign:

```
INSERT INTO table ...
```

This property is automatically added to the SQL expression without checking its syntax. If you use this property, make sure that it is a legal expression. The string may be enclosed in quotation marks, but this is not required.

This property is undefined by default.

Tokens available to `SuffixOnInsertSQL` are described below.

*Table 34. Tokens available to `SuffixOnInsertSQL`*

| Token           | Description                                                                                                                     |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------|
| <AMUSER>        | This token is replaced with the IBM Unica Marketing user name associated with the flowchart for which temp tables were created. |
| <CAMPAIGNCODE>  | This token is replaced with the code for the campaign associated with the flowchart for which temp tables were created.         |
| <CAMPAIGNNAME>  | This token is replaced with the name of the campaign associated with the flowchart for which temp tables were created.          |
| <DBUSER>        | This token is replaced with the database user name for the database where the temp tables were created.                         |
| <FLOWCHARTNAME> | This token is replaced with the name of the flowchart associated with the temp table creation.                                  |
| <USER>          | This token is replaced with the Campaign user name of the user running the flowchart.                                           |

#### Default value

No default value defined.

## SuffixOnSelectSQL

#### Description

The `SuffixOnSelectSQL` property specifies a string that is automatically appended to all SELECT SQL expressions generated by Campaign. This property applies only to SQL generated by Campaign, and does not apply to SQL in “raw SQL” expressions used in the Select process.

This property is automatically added to the SQL expression without checking its syntax. If you use this property, make sure that it is a legal expression. The string may be enclosed in quotation marks, but this is not required.

This property is undefined by default.

Tokens available to `SuffixOnSelectSQL` are described below.

Table 35. Tokens available to SuffixOnSelectSQL

| Token           | Description                                                                                                                     |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------|
| <AMUSER>        | This token is replaced with the IBM Unica Marketing user name associated with the flowchart for which temp tables were created. |
| <CAMPAIGNCODE>  | This token is replaced with the code for the campaign associated with the flowchart for which temp tables were created.         |
| <CAMPAIGNNAME>  | This token is replaced with the name of the campaign associated with the flowchart for which temp tables were created.          |
| <DBUSER>        | This token is replaced with the database user name for the database where the temp tables were created.                         |
| <FLOWCHARTNAME> | This token is replaced with the name of the flowchart associated with the temp table creation.                                  |
| <USER>          | This token is replaced with the Campaign user name of the user running the flowchart.                                           |

#### Default value

No default value defined.

### SuffixOnTempTableCreation

#### Description

Use the SuffixOnTempTableCreation property to specify a string that is automatically appended to the SQL expression generated by Campaign when a temp table is created. This property applies only to SQL generated by Campaign, and does not apply to SQL in “raw SQL” expressions used in the Select process. To use this property, the AllowTempTables property must be set to TRUE.

You may want to use tokens to substitute the table name and the column name(s) (<TABLENAME> and <KEYCOLUMNS>) in this SQL statement, since these are generated dynamically during the execution of the campaign.

This property is automatically added to the SQL expression without checking its syntax. If you use this property, make sure that it is a legal expression. The string may be enclosed in quotation marks, but this is not required.

This property is undefined by default.

**Note:** For Oracle databases, the configuration parameter is appended to the temp table creation SQL expression after the table name.

Tokens available to SuffixOnTempTableCreation are described below.

Table 36. Tokens available to SuffixOnTempTableCreation

| Token          | Description                                                                                                                     |
|----------------|---------------------------------------------------------------------------------------------------------------------------------|
| <AMUSER>       | This token is replaced with the IBM Unica Marketing user name associated with the flowchart for which temp tables were created. |
| <CAMPAIGNCODE> | This token is replaced with the code for the campaign associated with the flowchart for which temp tables were created.         |

Table 36. Tokens available to SuffixOnTempTableCreation (continued)

| Token           | Description                                                                                                            |
|-----------------|------------------------------------------------------------------------------------------------------------------------|
| <CAMPAIGNNAME>  | This token is replaced with the name of the campaign associated with the flowchart for which temp tables were created. |
| <DBUSER>        | This token is replaced with the database user name for the database where the temp tables were created.                |
| <FLOWCHARTNAME> | This token is replaced with the name of the flowchart associated with the temp table creation.                         |
| <KEYCOLUMNS>    | This token is replaced with the temp table column name(s).                                                             |
| <TABLENAME>     | This token is replaced with the temp table name.                                                                       |
| <USER>          | This token is replaced with the Campaign user name of the user running the flowchart.                                  |

#### Default value

No default value defined.

## SuffixOnSegmentTableCreation

#### Description

Specifies a string that is automatically appended to the SQL expression generated by Campaign when a Segment temp table is created.

Tokens available to SuffixOnSegmentTableCreation are described below.

Table 37. Tokens available to SuffixOnSegmentTableCreation

| Token           | Description                                                                                                                               |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| <AMUSER>        | This token is replaced with the IBM Unica Marketing user name associated with the flowchart for which the Segment temp table was created. |
| <CAMPAIGNCODE>  | This token is replaced with the code for the campaign associated with the flowchart for which the Segment temp table was created.         |
| <CAMPAIGNNAME>  | This token is replaced with the name of the campaign associated with the flowchart for which the Segment temp table was created.          |
| <DBUSER>        | This token is replaced with the database user name for the database where the Segment temp table was created.                             |
| <FLOWCHARTNAME> | This token is replaced with the name of the flowchart associated with the Segment temp table creation.                                    |
| <KEYCOLUMNS>    | This token is replaced with the Segment temp table column name(s).                                                                        |
| <TABLENAME>     | This token is replaced with the Segment temp table name.                                                                                  |
| <USER>          | This token is replaced with the Campaign user name of the user running the flowchart.                                                     |

#### Default value

Not defined

#### Valid Values

Valid SQL

## SuffixOnSnapshotTableCreation

### Description

Use the SuffixOnSnapshotTableCreation property to specify a string that is automatically appended to the SQL expression generated by Campaign when a Snapshot table is created.

Tokens available to SuffixOnSnapshotTableCreation are described below.

Table 38. Tokens available to SuffixOnSnapshotTableCreation

| Token           | Description                                                                                                                           |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------|
| <AMUSER>        | This token is replaced with the IBM Unica Marketing user name associated with the flowchart for which the Snapshot table was created. |
| <CAMPAIGNCODE>  | This token is replaced with the code for the campaign associated with the flowchart for which the Snapshot table was created.         |
| <CAMPAIGNNAME>  | This token is replaced with the name of the campaign associated with the flowchart for which the Snapshot table was created.          |
| <DBUSER>        | This token is replaced with the database user name for the database where the Snapshot table was created.                             |
| <FLOWCHARTNAME> | This token is replaced with the name of the flowchart associated with the Snapshot table creation.                                    |
| <KEYCOLUMNS>    | This token is replaced with the Snapshot table column name(s).                                                                        |
| <TABLENAME>     | This token is replaced with the Snapshot table name.                                                                                  |
| <USER>          | This token is replaced with the Campaign user name of the user running the flowchart.                                                 |

### Default value

Not defined

### Valid Values

Valid SQL

## SuffixOnExtractTableCreation

### Description

Use the SuffixOnExtractTableCreation property to specify a string that is automatically appended to the SQL expression generated by Campaign when an Extract table is created.

Tokens available to SuffixOnExtractTableCreation are described below.

Table 39. Tokens available to SuffixOnExtractTableCreation

| Token    | Description                                                                                                                          |
|----------|--------------------------------------------------------------------------------------------------------------------------------------|
| <AMUSER> | This token is replaced with the IBM Unica Marketing user name associated with the flowchart for which the Extract table was created. |

Table 39. Tokens available to SuffixOnExtractTableCreation (continued)

| Token           | Description                                                                                                                  |
|-----------------|------------------------------------------------------------------------------------------------------------------------------|
| <CAMPAIGNCODE>  | This token is replaced with the code for the campaign associated with the flowchart for which the Extract table was created. |
| <CAMPAIGNNAME>  | This token is replaced with the name of the campaign associated with the flowchart for which the Extract table was created.  |
| <DBUSER>        | This token is replaced with the database user name for the database where the Extract table was created.                     |
| <FLOWCHARTNAME> | This token is replaced with the name of the flowchart associated with the Extract table creation.                            |
| <KEYCOLUMNS>    | This token is replaced with the Extract table column name(s).                                                                |
| <TABLENAME>     | This token is replaced with the Extract table name.                                                                          |
| <USER>          | This token is replaced with the Campaign user name of the user running the flowchart.                                        |

#### Default value

Not defined

#### Valid Values

Valid SQL

### SuffixOnUserBaseTableCreation

#### Description

Use the SuffixOnUserBaseTableCreation property to specify a string that is automatically appended to the SQL expression that Campaign generates when a user creates a Base table (for example, in an Extract process). This property applies only to SQL generated by Campaign, and does not apply to SQL in “raw SQL” expressions used in the Select process.

You may want to use tokens to substitute the table name and the column name(s) (<TABLENAME> and <KEYCOLUMNS>) in this SQL statement, since these are generated dynamically during the execution of the campaign.

This property is automatically added to the SQL expression without checking its syntax. If you use this property, make sure that it is a legal expression. The string may be enclosed in quotation marks, but this is not required.

This property is undefined by default.

Tokens available to SuffixOnUserBaseTableCreation are described below.

Table 40. Tokens available to SuffixOnUserBaseTableCreation

| Token          | Description                                                                                                                     |
|----------------|---------------------------------------------------------------------------------------------------------------------------------|
| <AMUSER>       | This token is replaced with the IBM Unica Marketing user name associated with the flowchart for which temp tables were created. |
| <CAMPAIGNCODE> | This token is replaced with the code for the campaign associated with the flowchart for which temp tables were created.         |

Table 40. Tokens available to SuffixOnUserBaseTableCreation (continued)

| Token           | Description                                                                                                            |
|-----------------|------------------------------------------------------------------------------------------------------------------------|
| <CAMPAIGNNAME>  | This token is replaced with the name of the campaign associated with the flowchart for which temp tables were created. |
| <DBUSER>        | This token is replaced with the database user name for the database where the temp tables were created.                |
| <FLOWCHARTNAME> | This token is replaced with the name of the flowchart associated with the temp table creation.                         |
| <KEYCOLUMNS>    | This token is replaced with the temp table column name(s).                                                             |
| <TABLENAME>     | This token is replaced with the temp table name.                                                                       |
| <USER>          | This token is replaced with the Campaign user name of the user running the flowchart.                                  |

#### Default value

No default value defined.

## SuffixOnUserTableCreation

### Description

Use the SuffixOnUserTableCreation property to specify a string that is automatically appended to the SQL expression that Campaign generates when a user creates a General table (for example, in a Snapshot process). This property applies only to SQL generated by Campaign, and does not apply to SQL in “raw SQL” expressions used in the Select process.

This property is automatically added to the SQL expression without checking its syntax. If you use this property, make sure that it is a legal expression. The string may be enclosed in quotation marks, but this is not required.

This property is undefined by default.

Tokens available to SuffixOnUserTableCreation are described below.

Table 41. Tokens available to SuffixOnUserTableCreation

| Token           | Description                                                                                                                     |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------|
| <AMUSER>        | This token is replaced with the IBM Unica Marketing user name associated with the flowchart for which temp tables were created. |
| <CAMPAIGNCODE>  | This token is replaced with the code for the campaign associated with the flowchart for which temp tables were created.         |
| <CAMPAIGNNAME>  | This token is replaced with the name of the campaign associated with the flowchart for which temp tables were created.          |
| <DBUSER>        | This token is replaced with the database user name for the database where the temp tables were created.                         |
| <FLOWCHARTNAME> | This token is replaced with the name of the flowchart associated with the temp table creation.                                  |
| <TABLENAME>     | This token is replaced with the temp table name.                                                                                |

#### Default value

No default value defined.

### SystemTableSchema

#### Description

Specifies the schema used for Campaign system tables.

The default value is blank. This parameter is only relevant for the UA\_SYSTEM\_TABLES data source.

Leave this value blank unless the UA\_SYSTEM\_TABLES data source contains multiple schemas (for example, an Oracle database used by multiple groups). (In this context, “schema” indicates the initial portion of a “qualified” table name of the form X.Y (for example, dbo.UA\_Folder). In this form, X is the schema and Y is the unqualified table name. This terminology for this syntax differs among the different database systems supported by Campaign.)

If multiple schemas exist in the system tables database, then set this value to the name of the schema in which the Campaign system tables were created.

#### Default value

No default value defined.

### TempTablePostExecuteSQL

#### Description

Use the TempTablePostExecuteSQL property to specify a complete SQL statement that Campaign runs immediately after the creation of a temporary table in a user data source or in the system tables database. The AllowTempTables property must be set to TRUE to enable the creation of temp tables in a data source.

You may want to use tokens to substitute the table name and the column name(s) (<TABLENAME> and <KEYCOLUMNS>) in this SQL statement, since these are generated dynamically during the execution of the campaign.

This property is automatically added to the SQL expression without checking its syntax. If you use this property, make sure that it is a legal expression. The string may be enclosed in quotation marks, but this is not required.

The TempTablePostExecuteSQL property treats semicolons as delimiters to run multiple SQL statements. If your SQL statement contains semicolons and you want it to run as one statement, use a backslash as an escape character before the semicolons.

**Note:** If you are using stored procedures with the TempTablePostExecuteSQL property, be sure that you use the correct syntax for your database. The following example for Oracle calls a stored procedure and uses backslashes to escape the semicolon: `begin dbms_stats.collect_table_stats(); end;`

Tokens available to TempTablePostExecuteSQL are described below.

Table 42. Tokens available to TempTablePostExecuteSQL

| Token           | Description                                                                                                                     |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------|
| <AMUSER>        | This token is replaced with the IBM Unica Marketing user name associated with the flowchart for which temp tables were created. |
| <CAMPAIGNCODE>  | This token is replaced with the code for the campaign associated with the flowchart for which temp tables were created.         |
| <CAMPAIGNNAME>  | This token is replaced with the name of the campaign associated with the flowchart for which temp tables were created.          |
| <DBUSER>        | This token is replaced with the database user name for the database where the temp tables were created.                         |
| <FLOWCHARTNAME> | This token is replaced with the name of the flowchart associated with the temp table creation.                                  |
| <KEYCOLUMNS>    | This token is replaced with the temp table column name(s).                                                                      |
| <TABLENAME>     | This token is replaced with the temp table name.                                                                                |
| <USER>          | This token is replaced with the Campaign user name of the user running the flowchart.                                           |

#### Default value

No default value defined.

## TableListSQL

### Description

Use the TableListSQL property to specify the SQL query to use to include synonyms in the list of tables available to map.

The default value is blank. This property is required if your data source is SQL Server and you want to be able to map synonyms in the returned table schema. This property is optional if you want to use a specific SQL query with other data sources in place of, or in addition to, the table schema information retrieved using the standard methods (such as an ODBC call or native connection).

**Note:** To ensure that Campaign works with SQL Server synonyms, you must set the UseSQLToRetrieveSchema property to TRUE in addition to setting this property as described here.

If you set this property with a valid SQL query, Campaign issues the SQL query to retrieve the list of tables for mapping. If the query returns one column, it is treated as a column of names; if the query returns two columns, the first column is assumed to be a column of owner names, and the second column is considered to be a column of table names.

If the SQL query does not begin with an asterisk (\*), Campaign merges this list with the list of tables that are normally retrieved (such as through ODBC calls or native connections).

If the SQL query begins with an asterisk (\*), the list returned by the SQL *replaces* the normal list, rather than being merged with it.

#### Default value



None

### Valid Values

A valid SQL query

### Example

If the data source is SQL Server, under normal circumstances the ODBC API call that Campaign uses returns a list of tables and views, but no synonyms. To include the list of synonyms as well, set TableListSQL similar to the following example:

```
select B.name AS oName, A.name AS tName
from sys.synonyms A LEFT OUTER JOIN sys.schemas B
on A.schema_id = B.schema_id ORDER BY 1, 2
```

To retrieve the list of tables, views, and synonyms, avoiding the ODBC API completely, set TableListSQL similar to the following example:

```
*select B.name AS oName, A.name AS tName from
(select name, schema_id from sys.synonyms UNION
select name, schema_id from sys.tables UNION select name,
schema_id from sys.views) A LEFT OUTER JOIN sys.schemas B on
A.schema_id = B.schema_id ORDER BY 1, 2
```

If the data source is Oracle, you can use a query similar to the following to retrieve the list of tables, views, and synonyms in place of the data retrieved using the native connection method that looks at the ALL\_OBJECTS view:

```
*select OWNER, TABLE_NAME from (select OWNER, TABLE_NAME
from ALL_TABLES UNION select OWNER, SYNONYM_NAME AS TABLE_NAME
FROM ALL_SYNONYMS UNION select OWNER,
VIEW_NAME AS TABLE_NAME from ALL_VIEWS) A ORDER BY 1, 2
```

## UOSQLOnConnect

### Description

The SQLOnConnect property defines a complete SQL statement that Campaign runs immediately after each database connection. The UOSQLOnConnect property is similar to this, but specifically applicable to Optimize.

The SQL statement generated by this property is automatically passed to your database without checking its syntax. If you use this property, make sure that it is a legal expression. The string may be enclosed in quotation marks, but this is not required.

This property is undefined by default.

Tokens available to UOSQLOnConnect are described below.

Table 43. Tokens available to UOSQLOnConnect

| Token          | Description                                                                                                                     |
|----------------|---------------------------------------------------------------------------------------------------------------------------------|
| <AMUSER>       | This token is replaced with the IBM Unica Marketing user name associated with the flowchart for which temp tables were created. |
| <CAMPAIGNCODE> | This token is replaced with the code for the campaign associated with the flowchart for which temp tables were created.         |

Table 43. Tokens available to UOSQLOnConnect (continued)

| Token           | Description                                                                                                            |
|-----------------|------------------------------------------------------------------------------------------------------------------------|
| <CAMPAIGNNAME>  | This token is replaced with the name of the campaign associated with the flowchart for which temp tables were created. |
| <DBUSER>        | This token is replaced with the database user name for the database where the temp tables were created.                |
| <FLOWCHARTNAME> | This token is replaced with the name of the flowchart associated with the temp table creation.                         |
| <USER>          | This token is replaced with the Campaign user name of the user running the flowchart.                                  |

#### Default value

No default value defined.

### UseSQLToRetrieveSchema

#### Description

Uses a SQL query, rather than an ODBC or native API call, to retrieve the schema to use as the table schema for this data source.

The default value for this property is FALSE, indicating that Campaign should use its standard method (ODBC or native connection, for example) to retrieve the schema. Setting this property to TRUE causes Campaign to prepare a SQL query similar to select \* from <table> to retrieve the table schema.

This can provide advantages that are specific to each data source. For example, some data sources (Netezza, SQL Server) do not properly report SQL synonyms (alternative names for database objects, defined using the create synonym syntax) through the default ODBC or native connections. By setting this property to TRUE, SQL synonyms are retrieved for data mapping within Campaign.

The following list describes the behavior of this setting for a number of data sources:

- For Netezza, you must set this property to TRUE to allow support for synonyms. Setting this property to TRUE tells Campaign to prepare a SQL query to retrieve the table schema. No other settings or values are needed to support synonyms in Netezza data sources.
- For SQL Server, to allow support for synonyms you must set this property to TRUE **and** enter valid SQL in the TableListSQL property for this data source. See the description for the TableListSQL property for more details.
- For Oracle data sources, setting this property to TRUE tells Campaign to prepare the SQL query to retrieve the table schema. The result set identifies NUMBER fields (no precision/scale specified, which may cause issues in Campaign) as NUMBER(38), which avoids those possible issues.
- For other data sources, you can optionally set this property to TRUE to use the default SQL select query described above, or to specify valid SQL in the TableListSQL property to use instead of, or in addition to, the ODBC API or native connection that is used by default. See the description for the TableListSQL property for more details.

#### Default value

FALSE

#### Valid Values

TRUE | FALSE

#### Example

To allow Campaign to work with Netezza or SQL Server synonyms:

```
UseSQLToRetrieveSchema=TRUE
```

## UserTablePostExecuteSQL

### Description

Use the UserTablePostExecuteSQL property to specify a complete SQL statement that Campaign runs immediately after the creation of a user table in a user data source or in the system tables database.

You may want to use tokens to substitute the table name and the column name(s) (<TABLENAME> and <KEYCOLUMNS>) in this SQL statement, since these are generated dynamically during the execution of the campaign.

This property is automatically added to the SQL expression without checking its syntax. If you use this property, make sure that it is a legal expression. The string may be enclosed in quotation marks, but this is not required.

The UserTablePostExecuteSQL property treats semicolons as delimiters to run multiple SQL statements. If your SQL statement contains semicolons and you want it to run as one statement, use a backslash as an escape character before the semicolons.

**Note:** If you are using stored procedures with the UserTablePostExecuteSQL property, be sure that you use the correct syntax for your database. The following example for Oracle calls a stored procedure and uses backslashes to escape the semicolon: `begin dbms_stats.collect_table_stats()\; end\;`

Tokens available to UserTablePostExecuteSQL are described below.

Table 44. Tokens available to UserTablePostExecuteSQL

| Token           | Description                                                                                                                         |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------|
| <AMUSER>        | This token is replaced with the IBM Unica Marketing user name associated with the flowchart for which the user tables were created. |
| <CAMPAIGNCODE>  | This token is replaced with the code for the campaign associated with the flowchart for which the user tables were created.         |
| <CAMPAIGNNAME>  | This token is replaced with the name of the campaign associated with the flowchart for which the user tables were created.          |
| <DBUSER>        | This token is replaced with the database user name for the database where the user tables were created.                             |
| <FLOWCHARTNAME> | This token is replaced with the name of the flowchart associated with the user table creation.                                      |
| <KEYCOLUMNS>    | This token is replaced with the user table column name(s).                                                                          |
| <TABLENAME>     | This token is replaced with the user table name.                                                                                    |

Table 44. Tokens available to UserTablePostExecuteSQL (continued)

| Token  | Description                                                                           |
|--------|---------------------------------------------------------------------------------------|
| <USER> | This token is replaced with the Campaign user name of the user running the flowchart. |

#### Default value

No default value defined.

## UseTempTablePool

### Description

**Note:** This property is supported only for Teradata data sources. For all other supported databases, set this option to FALSE.

When the UseTempTablePool property is set to TRUE, temp tables are not dropped from the database. Temp tables are truncated and reused from the pool of tables maintained by Campaign. When set to FALSE, temp tables are dropped and re-created every time a flowchart is run.

#### Default value

FALSE

#### Valid Values

TRUE | FALSE

## SegmentTablePostExecuteSQL

### Description

Use the SegmentTablePostExecuteSQL property to specify a complete SQL statement that Campaign runs after a Segment temp table has been created and populated.

Tokens available to SegmentTablePostExecuteSQL are described below.

Table 45. Tokens available to SegmentTablePostExecuteSQL

| Token           | Description                                                                                                                               |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| <AMUSER>        | This token is replaced with the IBM Unica Marketing user name associated with the flowchart for which the Segment temp table was created. |
| <CAMPAIGNCODE>  | This token is replaced with the code for the campaign associated with the flowchart for which the Segment temp table was created.         |
| <CAMPAIGNNAME>  | This token is replaced with the name of the campaign associated with the flowchart for which the Segment temp table was created.          |
| <DBUSER>        | This token is replaced with the database user name for the database where the Segment temp table was created.                             |
| <FLOWCHARTNAME> | This token is replaced with the name of the flowchart associated with the Segment temp table creation.                                    |
| <KEYCOLUMNS>    | This token is replaced with the Segment temp table column name(s).                                                                        |
| <TABLENAME>     | This token is replaced with the Segment temp table name.                                                                                  |

Table 45. Tokens available to SegmentTablePostExecuteSQL (continued)

| Token  | Description                                                                           |
|--------|---------------------------------------------------------------------------------------|
| <USER> | This token is replaced with the Campaign user name of the user running the flowchart. |

**Default value**

Not defined

**Valid Values**

A valid SQL statement

## SnapshotTablePostExecuteSQL

**Description**

Use the SnapshotTablePostExecuteSQL property to specify one or more complete SQL statements to run immediately after a Snapshot table has been created and populated.

Tokens available to SnapshotTablePostExecuteSQL are described below.

Table 46. Tokens available to SnapshotTablePostExecuteSQL

| Token           | Description                                                                                                                           |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------|
| <AMUSER>        | This token is replaced with the IBM Unica Marketing user name associated with the flowchart for which the Snapshot table was created. |
| <CAMPAIGNCODE>  | This token is replaced with the code for the campaign associated with the flowchart for which the Snapshot table was created.         |
| <CAMPAIGNNAME>  | This token is replaced with the name of the campaign associated with the flowchart for which the Snapshot table was created.          |
| <DBUSER>        | This token is replaced with the database user name for the database where the Snapshot table was created.                             |
| <FLOWCHARTNAME> | This token is replaced with the name of the flowchart associated with the Snapshot table creation.                                    |
| <KEYCOLUMNS>    | This token is replaced with the Snapshot table column name(s).                                                                        |
| <TABLENAME>     | This token is replaced with the Snapshot table name.                                                                                  |
| <USER>          | This token is replaced with the Campaign user name of the user running the flowchart.                                                 |

**Default value**

Not defined

**Valid Values**

A valid SQL statement

## TempTablePrefix

**Description**

The TempTablePrefix parameter specifies a string that is automatically prepended to the names of all temporary tables created by Campaign. Use

this parameter to help you identify and manage your temp tables. You also can use this property to cause temp tables to be created in a particular location.

For example, if the user token corresponds to a schema, you can set `TempTablePrefix="<USER>"`

and all temp tables will be created in the schema of whatever user is connected to the data source.

Tokens available to `TempTablePrefix` are described below.

*Table 47. Tokens available to TempTablePrefix*

| Token           | Description                                                                                                                     |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------|
| <AMUSER>        | This token is replaced with the IBM Unica Marketing user name associated with the flowchart for which temp tables were created. |
| <CAMPAIGNCODE>  | This token is replaced with the code for the campaign associated with the flowchart for which temp tables were created.         |
| <CAMPAIGNNAME>  | This token is replaced with the name of the campaign associated with the flowchart for which temp tables were created.          |
| <DBUSER>        | This token is replaced with the database user name for the database where the temp tables were created.                         |
| <FLOWCHARTNAME> | This token is replaced with the name of the flowchart associated with the temp table creation.                                  |
| <USER>          | This token is replaced with the Campaign user name of the user running the flowchart.                                           |

**Note:** You must make sure that the final temp table name after resolving tokens does not exceed any database-specific name length restrictions.

**Note:** In tokens used for `TempTablePrefix`, any characters that are not valid for database table names will be stripped. After tokens are resolved, the resulting temp table prefixes must start with an alphabetic character, and must contain only alphanumeric characters or underscore characters. Illegal characters will be removed silently. If any resulting temp table prefix does not begin with an alphabetic character, Campaign prepends the letter “U” to the prefix.

#### Default value

UAC

## TempTablePreTruncateExecutionSQL

### Description

**Note:** This property is supported only for Teradata data sources. For all other supported databases, this property should not be set.

Use the `TempTablePreTruncateExecutionSQL` property to specify a SQL query to run before a temp table is truncated. The query that you specify can be used to negate the effect of a SQL statement specified in the `TempTablePostExecuteSQL` property.

For example, with the TempTablePostExecuteSQL property, you could specify the following SQL statement to create an index:

```
CREATE INDEX <TABLENAME>Idx_1 (<KEYCOLUMNS>) ON <TABLENAME>
```

Then, specify the following query in the TempTablePreTruncateExecutionSQL property to drop the index:

```
DROP INDEX <TABLENAME>Idx_1 ON <TABLENAME>
```

**Default value**

Not defined

**Valid Values**

A valid SQL query

## **TempTablePreTruncateRunScript**

**Description**

**Note:** This property is supported only for Teradata data sources. For all other supported databases, this property should not be set.

Use the TempTablePreTruncateRunScript property to specify a script or executable to run before a temp table is truncated. The script that you specify can be used to negate the effect of a SQL statement specified in the PostTempTableCreateRunScript property.

For example, with the PostTempTableCreateRunScript property, you could specify a script that includes the following SQL statement to create an index:

```
CREATE INDEX <TABLENAME>Idx_1 (<KEYCOLUMNS>) ON <TABLENAME>
```

Then, specify another script with the following statement in the TempTablePreTruncateRunScript property to drop the index:

```
DROP INDEX <TABLENAME>Idx_1 ON <TABLENAME>
```

**Default value**

Not defined

**Valid Values**

File name of a shell script or executable

## **TeradataDeleteBeforeDrop**

**Description**

The TeradataDeleteBeforeDrop parameter applies only to Teradata data sources. It specifies whether records are deleted before a table is dropped.

Set this value to TRUE to delete all records from a table before dropping the table.

**Note:** If Campaign is unable to delete the records for any reason, it will not drop the table.

Set this value to FALSE to drop a table without first deleting all records.

**Default value**

TRUE

## TruncateSQL

### Description

The TruncateSQL property is available for use with DB2 data sources, and allows you to specify alternate SQL for table truncation. This property applies only when DeleteAsTruncate is set to TRUE. When DeleteAsTruncate is set to TRUE, any custom SQL in this property is used to truncate a table. When this property is not set, Campaign uses the TRUNCATE TABLE <TABLENAME> syntax.

This parameter is undefined by default.

Tokens available to TruncateSQL are described below.

*Table 48. Tokens available to TruncateSQL*

| Token       | Description                                                                      |
|-------------|----------------------------------------------------------------------------------|
| <TABLENAME> | This token is replaced with the database table name that Campaign is truncating. |

### Default value

No default value defined.

## Type

### Description

The partitions > partition[n] > dataSources > [data\_source\_name] > type property specifies the database type of this data source.

### Default value

The default value depends on the database template used to create the data source configuration.

### Valid Values

Valid values for system tables are:

- SQLServer
- DB2
- DB2ODBC
- ORACLE
- ORACLE8
- ORACLE9

Valid values for customer tables also include:

- SYBASE
- INFORMIX7
- INFORMIX8
- INFORMIX9
- TERADATA
- NETEZZA
- SAS
- SASDB



## UseExceptForMerge

### Description

When Campaign performs exclusions in the Merge process or in the Segment process, by default it uses "NOT EXISTS" syntax, as:

```
SELECT IncludeTable.ID FROM IncludeTable WHERE NOT EXISTS
(SELECT * FROM ExcludeTable WHERE IncludeTable.ID = ExcludeTable.ID)
```

If UseExceptForMerge is set to TRUE and we cannot use "NOT IN" (because UseNotInForMerge is disabled, or because the audience level consists of multiple fields and the data source is not Oracle), then the syntax is altered as follows:

#### Oracle

```
SELECT IncludeTable.ID FROM IncludeTable
MINUS (SELECT ExcludeTable.ID FROM ExcludeTable)
```

#### Others

```
SELECT IncludeTable.ID FROM IncludeTable
EXCEPT (SELECT ExcludeTable.ID FROM ExcludeTable)
```

### Default value

FALSE

### Valid Values

TRUE | FALSE

## UseMergeForTrack

### Description

Implements SQL MERGE syntax to improve the performance of the Track process. The UseMergeForTrack property can be set to TRUE for DB2, Oracle, SQL Server 2008, and Teradata 12. It can also be used with other databases that support the SQL MERGE statement.

### Default value

TRUE (DB2 and Oracle) | FALSE (all others)

### Valid Values

TRUE | FALSE

## UseNonANSIJoin

### Description

The UseNonANSIJoin property specifies whether this data source uses non-ANSI join syntax (for example, for Oracle versions earlier than 8, and Informix8).

- If the data source type is set to Informix8, the value of UseNonANSIJoin is ignored, and non-ANSI join syntax appropriate for Informix8 is always used.
- If the data source type is set to Oracle7 or Oracle8, and the value of UseNonANSIJoin is set to TRUE, the data source uses non-ANSI join syntax appropriate for Oracle.
- If the data source type is set to Sybase, and the value of UseNonANSIJoin is set to TRUE, the data source uses non-ANSI join syntax appropriate for Sybase.

**Default value**

FALSE

**Valid Values**

TRUE | FALSE

**UseNotInForMerge****Description**

When Campaign performs exclusions in the Merge process or in the Segment process, by default it uses "NOT EXISTS" syntax, as:

```
SELECT IncludeTable.ID FROM IncludeTable WHERE NOT EXISTS (SELECT *
FROM ExcludeTable WHERE IncludeTable.ID = ExcludeTable.ID)
```

If UseNotInForMerge is enabled (value set to YES), and either (1) the audience level is composed of a single ID field, or (2) the data source is Oracle, then the syntax is altered as follows:

```
SELECT IncludeTable.ID FROM IncludeTable WHERE IncludeTable.ID NOT IN
(SELECT ExcludeTable.ID FROM ExcludeTable)
```

**Default value**

NO

**Valid Values**

YES | NO

**UseSQLToProfile****Description**

The UseSQLToProfile property allows you to configure Campaign to submit the SQL query GROUP BY to the database to compute profiles (using "SELECT *field*, count(\*) FROM *table* GROUP BY *field*"), rather than fetching records.

- A value of FALSE (the default) causes Campaign to profile a field by retrieving the field value for all records in the table and to track the count of each distinct value.
- A value of TRUE causes Campaign to profile a field by issuing a query similar to the following:

```
SELECT field, COUNT(*) FROM table GROUP BY field
```

which pushes the burden to the database.

**Default value**

FALSE

**Valid Values**

TRUE | FALSE

## Campaign | partitions | partition[n] | systemTableMapping

Properties in the systemTableMapping category are populated automatically if you remap any system tables or map Contact or Response history tables. You should not edit properties in this category.

## Campaign | partitions | partition[n] | server | systemCodes

Properties in this category specify, for Campaign, whether variable length codes are allowed, the format and generator of the campaign and cell codes, whether offer codes are displayed, and the offer code delimiter.

### offerCodeDelimiter

#### Description

The offerCodeDelimiter property is used internally to concatenate multiple code parts (for example, to output the OfferCode field in Campaign Generated Fields) and for incoming offer codes in the Campaign Response process, to split the offer code into multiple parts. The value must be only a single character.

Note that in this version of Campaign, the NumberOfOfferCodesToUse parameter no longer exists. This value now comes from the offer template (every offer template can have a different number of offer codes).

#### Default value

-

### allowVariableLengthCodes

#### Description

The allowVariableLengthCodes property specifies whether variable length codes are allowed in Campaign.

If the value is yes, and if the trailing part of the code format is x, the length of the code can vary. For example, if the code format is nnnnxxx, then the code can be from 4 to 8 characters long. This applies to campaign, offer, version, tracking, and cell codes.

If the value is no, variable length codes are not allowed.

#### Default value

no

#### Valid Values

yes | no

### displayOfferCodes

#### Description

The displayOfferCodes property specifies whether to show offer codes beside their names in the Campaign GUI.

If the value is yes, offer codes are displayed.

If the value is no, offer codes are not displayed.

#### Default value

no

#### Valid Values

yes | no

## **cellCodeFormat**

### **Description**

The `cellCodeFormat` property is used by the campaign code generator to define the format of the cell code that is automatically created by the default cell code generator.

For a list of valid values, see `campCodeFormat`.

### **Default value**

Annnnnnnnn

## **campCodeFormat**

### **Description**

The `campCodeFormat` property is used by the campaign code generator to define the format of the campaign code that is automatically generated by the default campaign code generator when you create a campaign.

### **Default value**

Cnnnnnnnnnn

### **Valid Values**

The possible values are as follows:

- A-Z or any symbol - treated as a constant
- a - random letters A-Z (upper case only)
- c - random letters A-Z or numbers 0-9
- n - random digit 0-9
- x - any single ASCII character from 0-9 or A-Z. You can edit the generated campaign code and replace the ASCII character that Campaign substituted for the x with any ASCII character, and Campaign will use that character instead.

## **cellCodeGenProgFile**

### **Description**

The `cellCodeGenProgFile` property specifies the name of the cell code generator, and if the generator is the default one supplied by Campaign, any supported options. Note that the properties that control the format of the code generated are set in the `cellCodeFormat` property. See `campCodeGenProgFile` for a list of supported options.

If you write your own cell code generator, replace the default value with the absolute path of your custom program, including the file name and extension, and using forward slashes (/) for UNIX and backslashes (\) for Windows.

### **Default value**

uaccampcodegen (the code generator supplied by Campaign)

## **campCodeGenProgFile**

### **Description**

The `campCodeGenProgFile` property specifies the name of the campaign code generator, and if the generator is the default one supplied by Campaign, any supported options.

Note that the properties that control the format of the code generated are set in the `campCodeFormat` property.

If you write your own campaign code generator, replace the default value with the absolute path of your custom program, including the file name and extension, and using forward slashes (/) for UNIX and backslashes (\) for Windows.

The default campaign code generator can be called with the following options:

- -y Year (four integers)
- -m Month (one or two integers, cannot exceed value of twelve)
- -d Day (one or two integers, cannot exceed value of 31)
- -n Campaign name (any string, cannot exceed 64 characters)
- -o Campaign owner (any string, cannot exceed 64 characters)
- -u Campaign code (any integer). Allows you to specify the exact campaign ID rather than having the application generate one for you.
- -f Code format if overriding the default. Takes the values specified in `campCodeFormat`.
- -i Other integer.
- -s Other string.

#### Default value

`uaccampcodegen` (the code generator supplied by Campaign)

## Campaign | partitions | partition[n] | server | encoding

The property in this category specifies the text encoding for values written to files, to support non-English data.

### stringEncoding

#### Description

The `partition[n] > server > encoding > stringEncoding` property how Campaign reads in and writes out flat files. It should match the encoding used for all flat files. If not configured elsewhere, this is the default setting for flat file encoding.

**Note:** WIDEUTF-8 is not supported for this setting.

By default, no value is specified, and outgoing text files are encoded as UTF-8, which is the default encoding for Campaign.

It is a best practice to explicitly set this value to an encoding appropriate for your system, even if the value is UTF-8, the same as the implicit default.

**Note:** If you do not set the value of the `StringEncoding` property for data sources in the `dataSources` category, the value of this `stringEncoding` property is used as the default value. This can cause unnecessary confusion -- you should always explicitly set the `StringEncoding` property in the `dataSources` category.

See the *Campaign Administrator's Guide* for a list of supported encodings.

#### Default value

No default value defined.

## **forceDCTOneBytePerChar**

### **Description**

The `forceDCTOneBytePerChar` property specifies whether Campaign should use the original field width for output files, rather than the potentially expanded width reserved to allow sufficient space for transcoding into UTF-8.

A text value may have different lengths, depending on the encoding used to represent it. When the text value comes from a data source whose `stringEncoding` property is neither ASCII nor UTF-8, Campaign reserves three times the field width in order to ensure sufficient space for transcoding into UTF-8. For example, if the `stringEncoding` property is set to LATIN1, and the field in the database is defined as VARCHAR(25), Campaign will reserve 75 bytes to hold the transcoded UTF-8 value. Set the `forceDCTOneBytePerChar` property to TRUE if you want to use the original field width.

### **Default value**

FALSE

### **Valid Values**

TRUE | FALSE

## **Campaign | partitions | partition[n] | server | timeout**

The properties in this category specify the number of seconds an Campaign flowchart waits, after the user has disconnected and all runs have completed, before exiting, and the Campaign server process waits for a response from external servers before reporting an error.

## **waitForGracefulDisconnect**

### **Description**

The `waitForGracefulDisconnect` property specifies whether the Campaign server process continues to run until the user gracefully disconnects, or exits regardless of whether the user intended to disconnect.

If the value is yes, the default, the server process continues to run until it can determine that the user wants it to exit. This option prevents changes from being lost, but can result in server processes accumulating.

If the value is no, the server process shuts down and server processes are prevented from accumulating, but users can lose work if a network interruption occurs or if they do not follow the recommended sequence of actions to exit gracefully.

### **Default value**

yes

### **Valid Values**

yes | no

## **urlRequestTimeout**

### **Description**

The `urlRequestTimeout` property specifies the number of seconds the Campaign server process waits for a response from external servers. Currently, this applies to requests to IBM Unica Marketing servers and eMessage components that operate with Campaign.

If the Campaign server process does not receive a response within this period, a communication timeout error is reported.

**Default value**

60

**delayExitTimeout**

**Description**

The `delayExitTimeout` property specifies the number of seconds an Campaign flowchart waits, after the user has disconnected and all runs have completed, before exiting.

Setting this property to a non-0 value enables subsequent Campaign flowcharts to make use of existing instances rather than starting a new instance.

**Default value**

10

**Campaign | partitions | partition[n] | server | collaborate**

**collaborateInactivityTimeout**

**Description**

The `collaborateInactivityTimeout` property specifies the number of seconds the `unica_acsvr` process waits after it finishes servicing a Distributed Marketing request before it exits. This waiting period allows the process to remain available in the typical scenario in which Distributed Marketing makes a series of requests prior to running the Flowchart.

The minimum value is 1. Setting this property to 0 causes it to default to 60.

**Default value**

60

**Campaign | partitions | partition[n] | server | permissions**

The properties in this category specify the permissions set on folders created by Campaign, and the UNIX group and permissions set on files contained in the **profile** directory.

**userFileGroup (UNIX only)**

**Description**

The `userFileGroup` property specifies a group associated with user-generated Campaign files. The group will be set only if the user is a member of the specified group.

This property is undefined by default.

**Default value**

No default value defined.

## **catalogFolderPermissions**

### **Description**

The catalogFolderPermissions property specifies the permissions of directories created by Campaign through the Stored Table Catalogs > Create Folder window.

### **Default value**

755 (owner has read/write/execute access, group and world have execute/read access)

## **templateFolderPermissions**

### **Description**

The templateFolderPermissions property specifies the permissions of template directories created by Campaign through the **Stored Templates > Create Folder** window.

### **Default value**

755 (owner has read/write/execute access, group and world have read/execute access)

## **adminFilePermissions (UNIX only)**

### **Description**

The adminFilePermissions property specifies a permission bit mask for the files contained in the profile directory.

### **Default value**

660 (owner and group have read/write access only)

## **userFilePermissions (UNIX only)**

### **Description**

The userFilePermissions property specifies a permission bit mask for user generated Campaign files (for example, log files, summary files, exported flat files).

### **Default value**

666 (everyone can read and write files created by Campaign in the server)

## **adminFileGroup (UNIX only)**

### **Description**

The adminFileGroup property specifies a UNIX admin group associated with files contained in the profile directory.

This property is undefined by default.

### **Default value**

No default value defined.



## Campaign | partitions | partition[n] | server | flowchartConfig

Properties in this category specify the behavior of the Campaign Generated Field, whether duplicate cell codes are allowed, and whether the Log to Contact History option defaults to enabled.

### **allowDuplicateCellcodes**

#### **Description**

The `allowDuplicateCellcodes` property specifies whether the cell codes in the Campaign Snapshot process can have duplicate values.

If the value is `no`, the Campaign server enforces unique cell codes.

If the value is `yes`, the Campaign server does not enforce unique cell codes.

#### **Default value**

`yes`

### **allowResponseNDaysAfterExpiration**

#### **Description**

The `allowResponseNDaysAfterExpiration` property specifies the maximum number of days after all offer expiration dates that responses can be tracked. These late responses can be included in performance reports.

#### **Default value**

`90`

### **agfProcessnameOutput**

#### **Description**

The `agfProcessnameOutput` property specifies the output behavior of the Campaign Generated Field (UCGF) in the List, Optimize, Response, and Snapshot processes.

If the value is `PREVIOUS`, the UCGF contains the process name associated with the incoming cell.

If the value is `CURRENT`, the UCGF holds the process name of the process in which it is used.

#### **Default value**

`PREVIOUS`

#### **Valid Values**

`PREVIOUS` | `CURRENT`

### **logToHistoryDefault**

#### **Description**

The `logToHistoryDefault` property specifies whether the Log to Contact History and Tracking Tables option in the Log tab of the Campaign contact processes defaults to enabled.

If the value is `yes`, the option is enabled.

If the value is `no`, the option is disabled in any newly created contact processes.

**Default value**

yes

**Valid Values**

yes | no

**defaultBehaviorWhenOutputToFile****Description**

Specifies the behavior for contact processes in Campaign when outputting to a file. This property applies only within the current partition. This default behavior (if set) is only applied for processes when they are newly added to flowcharts; once a process is added to a flowchart, the output behavior can be changed in the process configuration.

**Default value**

Replace All Records

**Valid Values**

- Append to Existing Data
- Create New File
- Replace All Records

**defaultBehaviorWhenOutputToDB****Description**

Specifies the behavior for contact processes in Campaign when outputting to a database table. This property applies only within the current partition. This default behavior (if set) is only applied for processes when they are newly added to flowcharts; once a process is added to a flowchart, the output behavior can be changed in the process configuration.

**Default value**

Replace All Records

**Valid Values**

- Append to Existing Data
- Replace All Records

**replaceEmbeddedNames****Description**

When `replaceEmbeddedNames` is `TRUE`, Campaign replaces user variable and UCGF names embedded in query text with actual values, although these names must be separated by a non-alphanumeric character, such as an underscore (for example, `ABC_UserVar.v1` will be substituted but `ABCUserVar.v1` will not). Set this property to `TRUE` for backwards compatibility with Campaign 7.2 and earlier.

When set to `FALSE`, Campaign replaces only distinct user variable and UCGF names with actual values (in both Unica and raw SQL expressions). Set this property to `FALSE` for backwards compatibility with Campaign 7.3 and higher.

**Default value**

`FALSE`

#### Valid Values

TRUE | FALSE

## Campaign | partitions | partition[n] | server | flowchartSave

The properties in this category specify the default settings for a new Campaign flowchart's auto-save and checkpoint properties.

### checkpointFrequency

#### Description

The checkpointFrequency property specifies (in minutes) the default setting for a new Campaign flowchart's checkpoint property, configurable for each flowchart through the client-side Advanced Settings window. The checkpoint feature provides the ability to capture a snapshot of a running flowchart for recovery purposes.

#### Default value

0 (zero)

#### Valid Values

Any integer

### autosaveFrequency

#### Description

The autosaveFrequency property specifies (in minutes) the default setting for a new Campaign flowchart's auto-save property, configurable for each flowchart through the client-side Advanced Settings window. The auto-save function performs a forced save of flowcharts during editing and configuration.

#### Default value

0 (zero)

#### Valid Values

Any integer

## Campaign | partitions | partition[n] | server | dataProcessing

Properties in the this category specify how Campaign handles string comparisons and empty fields in flat files, and the behavior of the macro STRING\_CONCAT.

### longNumericIdsAsText

#### Description

The longNumericIdsAsText property specifies whether the Campaign macro language will treat numeric IDs longer than 15 digits as text.

Set the value to yes to specify that numeric IDs longer than 15 digits will be treated as text.

Set the value to no to specify that numeric IDs longer than 15 digits are treated as numeric values (and thus might lose precision or uniqueness if truncated or rounded).

**Note:** This setting is ignored if the partitions > partition[n] > dataSources > [data\_source\_name] > ForceNumeric property is set to TRUE for fields coming from this data source.

**Default value**

no

**Valid Values**

yes | no

**stringConcatWithNullsNull**

**Description**

The stringConcatWithNullsNull property controls the behavior of the Campaign macro STRING\_CONCAT.

When the value is yes, STRING\_CONCAT returns NULL if any of its inputs is NULL.

When the value is no, STRING\_CONCAT returns the concatenation of all of its non-NULL properties; in this case, STRING\_CONCAT returns NULL only if all of its inputs are NULL.

**Default value**

yes

**Valid Values**

yes | no

**performCaseInsensitiveComparisonAs**

**Description**

The performCaseInsensitiveComparisonAs property specifies how Campaign compares data values when the compareCaseSensitive property is set to no (that is, during case-insensitive comparisons). This property is ignored if the value of compareCaseSensitive is yes.

When the value is UPPER, Campaign converts all data to upper case before comparing.

When the value is LOWER, Campaign converts all data to lower case before comparing.

**Default value**

LOWER

**Valid Values**

UPPER | LOWER

**upperAllowsDate**

**Description**

The upperAllowsDate property specifies whether the UPPER database function allows a DATE/DATETIME parameter, and therefore whether the operation may be performed in the database or must be performed by the Campaign server.

Set the value to yes if the database is SQL Server or Oracle. The UPPER function in these databases allows a DATE/DATETIME parameter.

Set the value to no if the database is DB2, Teradata, Sybase, or Informix. The UPPER function in these databases does not allow a DATE/DATETIME parameter.

Note that this setting is global, not per data source. If a value of no is recommended for any data source in use, set the value to no. If a value of yes is recommended for all data sources in use, set the value to yes.

**Default value**

yes

**Valid Values**

yes | no

**compareCaseSensitive**

**Description**

The compareCaseSensitive property specifies whether the Campaign data comparisons are sensitive to alphabetic case (UPPER vs. lower).

When the value is no, Campaign ignores case differences when comparing data values and sorts textual data in a binary, case-insensitive manner. This setting is strongly recommended when English data is used.

When the value is yes, Campaign distinguishes data values based on case differences, performing a true binary-value comparison of each character. This setting is strongly recommended when non-English data is used.

**Default value**

no

**Valid Values**

yes | no

**lowerAllowsDate**

**Description**

The lowerAllowsDate property specifies whether the LOWER database function allows a DATE/DATETIME parameter, and therefore whether the operation may be performed in the database or must be performed by the Campaign server.

Set the value to yes if the database is SQL Server or Oracle. The LOWER function in these databases allows a DATE/DATETIME parameter.

Set the value to no if the database is DB2, Teradata, Sybase, or Informix. The LOWER function in these databases does not allow a DATE/DATETIME parameter.

Note that this setting is global, not per data source. If a value of no is recommended for any data source in use, set the value to no. If a value of yes is recommended for all data sources in use, set the value to yes.

Typically, only one database type is in use at a customer site, but there are some installations in which multiple database types are in use.

**Default value**

yes

#### Valid Values

yes | no

### substrAllowsDate

#### Description

The substrAllowsDate property specifies whether the SUBSTR/SUBSTRING database function allows a DATE/DATETIME parameter, and therefore whether the operation may be performed in the database or must be performed by the Campaign server.

Set the value to yes if the database is Oracle or Teradata. The SUBSTR/SUBSTRING function in these databases allows a DATE/DATETIME parameter.

Set the value to no if the database is SQL Server, DB2, Sybase, or Informix. The SUBSTR/SUBSTRING function in SQL Server, DB2, and Sybase does not allow a DATE/DATETIME parameter. Informix SUBSTR does accept a DATE parameter, but the DATE is first converted to text, and the conversion changes the format. So SUBSTR would return different results in the database compared with the Campaign server, so the best practice is to set substrAllowsDate to no when the database is Informix.

Note that this setting is global, not per data source. If a value of no is recommended for any data source in use, set the value to no. If a value of yes is recommended for all data sources in use, set the value to yes.

#### Default value

yes

#### Valid Values

yes | no

### ltrimAllowsDate

#### Description

The ltrimAllowsDate property specifies whether the LTRIM database function allows a DATE/DATETIME parameter, and therefore whether the operation may be performed in the database or must be performed by the Campaign server.

Set the value to yes if the database is SQL Server, Oracle, or Teradata. The LTRIM function in these databases allows a DATE/DATETIME parameter.

Set the value to no if the database is DB2, Sybase, or Informix. The LTRIM function in these databases does not allow a DATE/DATETIME parameter.

Note that this setting is global, not per data source. If a value of no is recommended for any data source in use, set the value to no. If a value of yes is recommended for all data sources in use, set the value to yes. Typically, only one database type is in use at a customer site, but there are some installations in which multiple database types are in use.

#### Default value

yes

#### Valid Values

yes | no

## **rtrimAllowsDate**

### **Description**

The `rtrimAllowsDate` property specifies whether the RTRIM database function allows a DATE/DATETIME parameter, and therefore whether the operation may be performed in the database or must be performed by the Campaign server.

Set the value to yes if the database is SQL Server, Oracle, or Teradata. The RTRIM function in these databases allows a DATE/DATETIME parameter.

Set the value to no if the database is DB2, Sybase, or Informix. The RTRIM function in these databases does not allow a DATE/DATETIME parameter.

Note that this setting is global, not per data source. If a value of no is recommended for any data source in use, set the value to no. If a value of yes is recommended for all data sources in use, set the value to yes.

### **Default value**

yes

### **Valid Values**

yes | no

## **likeAllowsDate**

### **Description**

The `likeAllowsDate` property specifies whether the LIKE database function allows a DATE/DATETIME parameter, and therefore whether the operation may be performed in the database or must be performed by the Campaign server.

Set the value to yes if the database is SQL Server or Oracle. The LIKE function in these databases allows a DATE/DATETIME parameter.

Set the value to no if the database is DB2, Teradata, Sybase, or Informix. The LIKE function in these databases does not allow a DATE/DATETIME parameter.

**Note:** This setting is global, not per data source. If a value of no is recommended for any data source in use, set the value to no. If a value of yes is recommended for all data sources in use, set the value to yes.

### **Default value**

yes

### **Valid Values**

yes | no

## **fileAllSpacesIsNull**

### **Description**

The `fileAllSpacesIsNull` property controls how Campaign interprets an empty field in a mapped flat file by specifying whether an all-spaces value in a flat file should be considered to be a NULL value.

When the value is yes, an all-spaces value is considered to be a NULL value. Campaign matches queries such as <field> is null, but fails queries such as <field> = "".

When the value is no, an all-spaces value is treated as a non-NULL empty string. Campaign matches queries such as <field> = "", but fails <field> is null.

**Default value**

yes

**Valid Values**

yes | no

## Campaign | partitions | partition[n] | server | optimization

Properties in this category control Campaign server optimization for partitions.

**Note:** This category of parameters is not related to Optimize.

### maxVirtualMemory

**Description**

The maxVirtualMemory property specifies a default setting for a new Campaign flowchart's Affinium Virtual Memory Usage property, configurable for each flowchart through the client-side Advanced Settings window. The units are in megabytes.

**Default value**

128

### useInDbOptimization

**Description**

The useInDbOptimization property specifies whether Campaign tries to perform as many operations as possible in the database instead of in the Campaign server.

If the value is no, Campaign maintains lists of IDs in the Campaign server at all times.

If the value is yes, Campaign avoids pulling the ID lists if possible.

**Default value**

no

**Valid Values**

yes | no

### maxReuseThreads

**Description**

The maxReuseThreads property specifies the number of operating system threads cached by the server process (unica\_acsvr) for reuse. By default, the cache is disabled as this property is set to 0.



It is a best practice to use the cache when you want to reduce the overhead of thread allocation, or with operating systems that can exhibit an inability to release threads when asked to do so by an application.

Note that when the `maxReuseThreads` property is set to a non-zero value, it should be greater than or equal to the value of `MaxQueryThreads`.

**Default value**

0 (zero), which disables the cache

**threadStackSize**

**Description**

The `threadStackSize` determines the number of bytes allocated for each thread's stack. This property should be changed only under guidance from IBM. The minimum value is 128K. The maximum value is 8MB.

**Default value**

1048576

**tempTableDataSourcesForSegments**

**Description**

The `tempTableDataSourcesForSegments` property defines the list of data sources where persistent Segment temp tables should be created by the Create Seg process. This list is comma-separated.

By default, this property is blank.

**Default value**

No default value defined.

**doNotCreateServerBinFile**

**Description**

When this option is set to `TRUE`, strategic segments will not create binary files on the Campaign server; instead, strategic segments create Segment temp tables in the data source. When the value is set to `TRUE`, at least one data source must be specified in the Create Seg process configuration.

**Default value**

FALSE

**Valid Values**

TRUE | FALSE

**forceViewForPreOptDates**

**Description**

The default value (`TRUE`) forces creation of a parameterized offer attribute view in a Mail List process whose offers are assigned from Optimize. A value of `FALSE` causes the parameterized offer attribute view to be created only if the Mail List exports at least one parameterized offer attribute.

If this value is set to `FALSE`, a Mail List process configured to get its input from an Extract process (whose source is an Optimize session) may write

NULL values for EffectiveDate and ExpirationDate into the UA\_Treatment table, even when the offer includes parameterized Effective and Expiration Dates. In this case, set it back to TRUE.

**Default value**

TRUE

**Valid Values**

TRUE | FALSE

## Campaign | partitions | partition[n] | server | logging

Properties in this category specify, for the Campaign server, whether standard and Windows event logging are enabled, logging levels and categories, and other logging behavior.

### enableWindowsEventLogging

**Description**

The enableWindowsEventLogging property enables or disables Campaign server logging to the Windows event log.

If the value is yes, logging to the Windows event log is enabled.

If the value is no, logging to the Windows event log is disabled. If disabled, the windowsEventLoggingLevel and windowsEventLoggingCategory settings are ignored.

**Default value**

no

**Valid Values**

yes | no

### logFileBufferSize

**Description**

The logFileBufferSize property is used when the value of the keepFlowchartLogOpen property is yes. It sets an upper bound on the number of log messages after which the messages will be written to file.

If the value is 1, every log message is written immediately to file, effectively disabling buffering but causing somewhat worse performance.

This property is ignored if the value of keepFlowchartLogOpen is set to no.

**Default value**

5

### keepFlowchartLogOpen

**Description**

The keepFlowchartLogOpen property specifies whether Campaign opens and closes the flowchart log file each time a line is written to the log file.

If the value is no, Campaign opens and closes the flowchart log file.

If the value is yes, Campaign opens the flowchart log file only once, and closes the flowchart log file only when the flowchart's server process exits.

A value of yes may improve performance of real-time flowcharts. A side effect of using the yes setting is that recently-logged messages may not be immediately visible in the log file, as Campaign flushes the log messages to file only when its internal buffer becomes full or when the number of logged messages equals the value of the `logFileBufferSize` property.

**Default value**

no

**Valid Values**

yes | no

## **logProcessId**

**Description**

The `logProcessId` property controls whether the process ID (pid) of the Campaign Server process is logged in the log file.

If the value is yes, the process ID is logged.

If the value is no, the process ID is not logged.

**Default value**

yes

**Valid Values**

yes | no

## **logMaxBackupIndex**

**Description**

The `logMaxBackupIndex` property specifies the number of backup Campaign server log files that are kept before the oldest is erased.

If the value is 0 (zero), no backup files are created, and the log file is truncated when it reaches the size specified by the `logFileMaxSize` property.

For a value of *n*, where *n* is greater than zero, the files {File.1, ..., File.*n*-1} are renamed to {File.2, ..., File.*n*}. Also, File is renamed File.1 and closed. A new File is created to receive further log output.

**Default value**

1 (creates one backup log file)

## **loggingCategories**

**Description**

The `loggingCategories` property specifies the category of messages written to the Campaign server log file. This works in conjunction with `loggingLevels`, which determines which messages are logged based on severity (for all selected categories). You can specify multiple categories in a comma-separated list. The special category `all` provides a shorthand for specifying all logging categories.

**Default value**

ALL

## Valid Values

Supported categories are:

- ALL
- BAD\_ORDER
- CELL\_ACCESS
- CONFIG
- DATA\_ERRORS
- DBLOAD
- FILE\_ACCESS
- GENERAL
- COMMANDS
- MEMORY
- PROCRUN
- QUERY
- SORT
- SYSQUERY
- TABLE\_ACCESS
- TABLE\_MAPPING
- TABLE\_IO
- WEBPROC

## loggingLevels

### Description

The loggingLevels property controls the amount of detail written to the Campaign server log file, based on severity.

### Default value

MEDIUM

### Valid Values

- LOW
- MEDIUM
- HIGH
- ALL

LOW represents the least detail (the most severe errors only), and ALL includes trace messages and is intended primarily for diagnostic purposes. You can adjust these settings from within a flowchart through the Tools >Logging Options menu.

**Note:** You may want to set the loggingLevels property to ALL during configuration and testing, to maximize the logging output from Campaign for diagnostic purposes. This setting generates a large amount of data and therefore may not be advisable for production operation.

## windowsEventLoggingCategories

### Description

The windowsEventLoggingCategories property specifies the category of messages written to the Campaign server windows event log. This works

in conjunction with `windowsEventLoggingLevels`, which determines which messages are logged based on severity (for all selected categories).

You can specify multiple categories in a comma-separated list. The special category `all` provides a shorthand for specifying all logging categories.

**Default value**

ALL

**Valid Values**

- ALL
- BAD\_ORDER
- CELL\_ACCESS
- CONFIG
- DATA\_ERRORS
- DBLOAD
- FILE\_ACCESS
- GENERAL
- COMMANDS
- MEMORY
- PROCRUN
- QUERY
- SORT
- SYSQUERY
- TABLE\_ACCESS
- TABLE\_MAPPING
- TABLE\_IO
- WEBPROC

## **logFileMaxSize**

**Description**

The `logFileMaxSize` property specifies the maximum size, in bytes, that the Campaign server log file is allowed to reach before being rolled over to backup files.

**Default value**

10485760 (10 MB)

## **windowsEventLoggingLevels**

**Description**

The `windowsEventLoggingLevels` property controls the amount of detail written to the Campaign server windows event log based on severity.

**Default value**

MEDIUM

**Valid Values**

- LOW
- MEDIUM
- HIGH

- ALL

LOW represents the least detail (the most severe errors only), and ALL includes trace messages and is intended primarily for diagnostic purposes.

## **enableLogging**

### **Description**

The enableLogging property specifies whether Campaign server logging is turned on at session startup.

If the value is yes, logging is turned on.

If the value is no, logging is turned off.

### **Default value**

yes

### **Valid Values**

yes | no

## **Campaign | partitions | partition[n] | server | flowchartRun**

Properties in this category specify how many errors are allowed in a Campaign Snapshot export, what files are saved when you save a flowchart, and the maximum number of IDs for each top-level process in a test run.

## **maxDataErrorsAllowed**

### **Description**

The maxDataErrorsAllowed property specifies the maximum number of data conversion errors allowed in an Campaign Snapshot export.

### **Default value**

0 (zero), which allows no errors

## **saveRunResults**

### **Description**

The saveRunResults property specifies what files are saved when you save an Campaign flowchart.

If the value is yes, the “underscore” files are saved and, if the value of useInDbOptimization is yes, database temp tables persist.

If the value is no, only the .ses file is saved and you cannot view intermediate results if you reload the flowchart.

### **Default value**

yes

### **Valid Values**

yes | no

## **testRunDefaultSize**

### **Description**

The `testRunDefaultSize` property specifies the default maximum number of IDs for each top-level process in an Campaign test run. A value of 0 (zero) removes the limitation on the number of IDs.

**Default value**

0 (zero)

## Campaign | partitions | partition[n] | server | profile

Properties in this category specify the maximum number of categories created during profiling for numeric and text values in Campaign.

### **profileMaxTextCategories**

**Description**

The `profileMaxTextCategories` and `profileMaxNumberCategories` properties specify the maximum number of categories created in Campaign during profiling for text and numeric values, respectively.

These values are different from the setting for the number of bins displayed to the user, which can be modified through the user interface.

**Default value**

1048576

### **profileMaxNumberCategories**

**Description**

The `profileMaxNumberCategories` and `profileMaxTextCategories` properties specify the maximum number of categories created in Campaign during profiling for numeric and text values, respectively.

These values are different from the setting for the number of bins displayed to the user, which can be modified through the user interface.

**Default value**

1024

## Campaign | partitions | partition[n] | server | internal

Properties in this category specify integration settings and the `internalID` limits for the selected Campaign partition. If your Campaign installation has multiple partitions, set these properties for each partition that you want to affect.

### **internalIdLowerLimit**

**Description**

The `internalIdUpperLimit` and `internalIdLowerLimit` properties constrain the Campaign internal IDs to be within the specified range. Note that the values are inclusive: that is, Campaign may use both the lower and upper limit.

**Default value**

0 (zero)

## internalIdUpperLimit

### Description

The `internalIdUpperLimit` and `internalIdLowerLimit` properties constrain the Campaign internal IDs to be within the specified range. Note that the values are inclusive: that is, Campaign may use both the lower and upper limit.

### Default value

4294967295

## eMessageInstalled

### Description

Indicates that eMessage is installed. When you select yes, eMessage features are available in the Campaign interface.

The IBM installer sets this property to yes for the default partition in your eMessage installation. For additional partitions where you have installed eMessage, you must configure this property manually.

### Default value

no

### Valid Values

yes | no

## interactInstalled

### Description

After installing the Interact design environment, this configuration property should be set to yes to enable the Interact design environment in Campaign.

If you do not have Interact installed, set to no. Setting this property to no does not remove Interact menus and options from the user interface. To remove menus and options, you must manually unregister Interact using the `configTool` utility.

### Default value

no

### Valid Values

yes | no

### Availability

This property is applicable only if you have installed Interact.

## MO\_UC\_integration

### Description

Enables integration with Marketing Operations for this partition. If you plan to set any of the following three options to Yes, you must set **MO\_UC\_integration** to Yes. For more information about configuring this integration, see the *IBM Unica Marketing Operations and Campaign Integration Guide*.



**Default value**

no

**Valid Values**

yes | no

**MO\_UC\_BottomUpTargetCells****Description**

Allows bottom-up cells for Target Cell Spreadsheets on this partition. When set to Yes, both top-down and bottom-up target cells are visible, but bottom-up target cells are read only. Note that **MO\_UC\_integration** must be enabled. For more information about configuring this integration, see the *IBM Unica Marketing Operations and Campaign Integration Guide*.

**Default value**

no

**Valid Values**

yes | no

**Legacy\_campaigns****Description**

When the **MO\_UC\_integration** property is set to **Yes**, the **Legacy\_campaigns** property enables access to campaigns created before enabling integration, including campaigns created in Campaign 7.x and linked to Plan 7.x projects. For more information about configuring this integration, see the *IBM Unica Marketing Operations and Campaign Integration Guide*.

**Default value**

no

**Valid Values**

yes | no

**IBM Unica Marketing Operations - Offer integration****Description**

Enables the ability to use Marketing Operations to perform offer lifecycle management tasks on this partition. (**MO\_UC\_integration** must be enabled. Also, **Campaign integration** must be enabled in **Settings > Configuration > Unica > Platform**.) For more information about configuring this integration, see the *IBM Unica Marketing Operations and Campaign Integration Guide*.

**Default value**

no

**Valid Values**

yes | no

**UC\_CM\_integration****Description**

Enables IBM Coremetrics online segment integration for a Campaign partition. If you set this option to yes, the Select process box in a flowchart will provide the option to select **IBM Coremetrics Segments** as input. To configure the integration for each partition, choose **Settings > Configuration > Campaign | partitions | partition[n] | Coremetrics**.

**Default value**

no

**Valid Values**

yes | no

## **Campaign | partitions | partition[n] | server | fileDialog**

Properties in this category specify the default directories for Campaign input and output data files.

### **defaultOutputDirectory**

**Description**

The defaultOutputDirectory property specifies the path used to initialize the Campaign File Selection dialog. The defaultOutputDirectory property is used when an output data file is mapped into Campaign. If no value is specified, the path is read from the environment variable UNICA\_ACDFFDIR.

**Default value**

No default value defined.

### **defaultInputDirectory**

**Description**

The defaultInputDirectory property specifies the path used to initialize the Campaign File Selection dialog. The defaultInputDirectory property is used when an input data file is mapped into Campaign. If no value is specified, the path is read from the environment variable UNICA\_ACDFFDIR.

**Default value**

No default value defined.

## **Campaign | partitions | partition[n] | offerCodeGenerator**

Properties in this category specify the class, classpath, and configuration string for the offer code generator, and also the cell code generator used to assign a contact process to a Target Cell Spreadsheet cell.

### **offerCodeGeneratorClass**

**Description**

The offerCodeGeneratorClass property specifies the name of the class Campaign uses as its offer code generator. The class must be fully qualified with its package name.

**Default value**

Note that line breaks have been added for print.

com.unica.campaign.core.codegenerator.samples.  
ExecutableCodeGenerator

## **offerCodeGeneratorConfigString**

### **Description**

The `offerCodeGeneratorConfigString` property specifies a string that is passed into the offer code generator plug-in when it is loaded by Campaign. By default, the `ExecutableCodeGenerator` (shipped with Campaign) uses this property to indicate the path (relative to Campaign application home directory) to the executable to run.

### **Default value**

`./bin`

## **defaultGenerator**

### **Description**

The `defaultGenerator` property specifies the generator for the cell codes that appear in contact-style process boxes and are used to assign cells to Target Control Spreadsheet cells. The Target Control Spreadsheet manages cell and offer mappings for campaigns and flowcharts.

### **Default value**

`uacoffercodegen.exe`

## **offerCodeGeneratorClasspath**

### **Description**

The `offerCodeGeneratorClasspath` property specifies the path to the class Campaign uses as its offer code generator. It can be either a full path or a relative path.

If the path ends in a slash (forward slash / for UNIX or backslash \ for Windows), Campaign assumes it to be a path to a directory that contains the Java plug-in class that should be used. If the path does not end in a slash, Campaign assumes it is the name of a jar file that contains the Java class.

If the path is relative, Campaign assumes it is relative to the Campaign application home directory.

### **Default value**

`codeGenerator.jar` (packaged in the `Campaign.war` file)

## **Campaign | monitoring**

Properties in this category specify whether the Operational Monitoring feature is enabled, the URL of the Operational Monitoring server, and caching behavior. Operational Monitoring displays and allows you to control active flowcharts.

## **cacheCleanupInterval**

### **Description**

The `cacheCleanupInterval` property specifies the interval, in seconds, between automatic cleanups of the flowchart status cache.

This property is not available in versions of Campaign earlier than 7.0.

**Default value**

600 (10 minutes)

**cacheRunCompleteTime**

**Description**

The `cacheRunCompleteTime` property specifies the amount of time, in minutes, that completed runs are cached and display on the Monitoring page.

This property is not available in versions of Campaign earlier than 7.0.

**Default value**

4320

**monitorEnabled**

**Description**

The `monitorEnabled` property specifies whether the monitor is turned on.

This property is not available in versions of Campaign earlier than 7.0.

**Default value**

yes

**serverURL**

**Description**

The `Campaign > monitoring > serverURL` property specifies the URL of the Operational Monitoring server. This is a mandatory setting; modify the value if the Operational Monitoring server URL is not the default.

If Campaign is configured to use Secure Sockets Layer (SSL) communications, set the value of this property to use HTTPS. For example: `serverURL=https://host:SSL_port/Campaign/OperationMonitor` where:

- *host* is the name or IP address of the machine on which the web application is installed
- *SSL\_port* is the SSL port of the web application.

Note the https in the URL.

**Default value**

`http://localhost:7001/Campaign/OperationMonitor`

**monitorEnabledForInteract**

**Description**

If set to yes, enables Campaign JMX connector server for Interact. Campaign has no JMX security.

If set to no, you cannot connect to the Campaign JMX connector server.

This JMX monitoring is for the Interact contact and response history module only.

**Default value**

False

**Valid Values**

True | False

**Availability**

This property is applicable only if you have installed Interact.

**protocol**

**Description**

Listening protocol for the Campaign JMX connector server, if `monitorEnabledForInteract` is set to yes.

This JMX monitoring is for the Interact contact and response history module only.

**Default value**

JMXMP

**Valid Values**

JMXMP | RMI

**Availability**

This property is applicable only if you have installed Interact.

**port**

**Description**

Listening port for the Campaign JMX connector server, if `monitorEnabledForInteract` is set to yes.

This JMX monitoring is for the Interact contact and response history module only.

**Default value**

2004

**Valid Values**

An integer between 1025 and 65535.

**Availability**

This property is applicable only if you have installed Interact.

## Campaign | ProductReindex

The creator of an offer can specify the products that are associated with that offer. When the list of products available for association with offers changes, the offer/product associations must be updated. Properties in the Campaign > ProductReindex category specify the frequency of these updates and the time of day that the first update runs.

**startTime**

**Description**

The `startTime` property specifies the time of day when offer/product associations are updated for the first time. The first update occurs on the

day after the Campaign server is started, and subsequent updates occur at intervals specified in the `interval` parameter. The format is HH:mm:ss, using a 24-hour clock.

Note that when Campaign first starts up, the `startTime` property is used according to the following rules:

- If the time of day specified by `startTime` is in the future, the first offer/product associations update will occur at `startTime` of the current day.
- If `startTime` is in the past for the current day, the first update will occur at `startTime` tomorrow, or at `interval` minutes from the current time, whichever is earlier.

**Default value**

12:00:00 (noon)

**interval**

**Description**

The `interval` property specifies the time, in minutes, between updates of offer/product associations. The update occurs for the first time at the time specified in the `startTime` parameter, on the day after the Campaign server is started.

**Default value**

3600 (60 hours)

## Campaign | unicaACListener

Properties in this category specify logging levels, certain access privileges, language encodings, number of operating system threads, and the protocol, host, and port of the Campaign listener. These properties need to be set only once per instance of Campaign; they do not need to be set for every partition.

**enableWindowsImpersonation**

**Description**

The `enableWindowsImpersonation` property specifies whether Windows Impersonation is enabled in Campaign Windows. For more details about Windows Impersonation in Campaign, see the *Campaign Administrator's Guide*.

Set the value to TRUE to use Windows Impersonation.

Set the value to FALSE if Windows Impersonation is not used.

**Default value**

FALSE

**Valid Values**

TRUE | FALSE

**enableWindowsEventLogging**

**Description**

The Campaign > unicaACListener > enableWindowsEventLogging property controls logging to the Windows event log. Set this property to TRUE to log to the Windows event log.

**Default value**

FALSE

**Valid Values**

TRUE | FALSE

**serverHost**

**Description**

The serverHost property specifies the name or IP address of the machine where the Campaign listener is installed. If the Campaign listener is not installed on the same machine where IBM Unica Marketing is installed, change the value to the machine name or IP address of the machine where the Campaign listener is installed.

**Default value**

localhost

**logMaxBackupIndex**

**Description**

The logMaxBackupIndex property specifies how many backup files can exist before the oldest one is deleted. If you set this property to 0 (zero), Campaign does not create any backup files and the log file stops logging when it reaches the size you specified in the logMaxFileSize property.

If you specify a number (N) for this property, when the log file (File) reaches the size you specified in the logMaxFileSize property, Campaign renames the existing backup files (File.1 ... File.N-1) to File.2 ... File.N, renames the current log file File.1, closes it, and starts a new log file named File.

**Default value**

1 (creates one backup file)

**logStringEncoding**

**Description**

The logStringEncoding property controls the encoding used for all log files. This value should match the encoding used on the operating system. For multi-locale environments, UTF-8 is the preferred setting.

If you change this value, you should empty or remove all affected log files to prevent writing multiple encodings into a single file.

**Note:** WIDEUTF-8 is not supported for this setting.

**Default value**

native

**Valid Values**

See the *Campaign Administrator's Guide* for a list of supported encodings.

## systemStringEncoding

### Description

The systemStringEncoding property specifies the encoding(s) used to interpret values coming into Campaign from the operating system (file system paths and filenames, for example), as well as the encoding in which Campaign presents values back to the operating system. This value should be generally be set to native. For multi-locale environments, UTF-8 is the preferred setting.

The value can include more than one encoding, separated by commas: for example,

UTF-8,ISO-8859,CP950

**Note:** WIDEUTF-8 is not supported for this setting.

### Default value

native

### Valid Values

See the *Campaign Administrator's Guide* for a list of supported encodings.

## loggingLevels

### Description

The Campaign > unicaACLlistener > loggingLevels property controls the amount of detail written to the log file.

### Default value

MEDIUM

### Valid Values

- LOW
- MEDIUM
- HIGH

## maxReuseThreads

### Description

The Campaign > unicaACLlistener > maxReuseThreads property sets the number of operating system threads cached by the Campaign listener process (unica\_aclsnr) for reuse.

It is a best practice to use the cache when you want to reduce the overhead of thread allocation, or with operating systems that can exhibit an inability to release threads when asked to do so by an application.

### Default value

0 (zero), which disables the cache

## logMaxFileSize

### Description

The logMaxFileSize property specifies the maximum size, in bytes, that the log file can reach before rolling into the backup file.

### Default value



10485760 (10 MB)

## **windowsEventLoggingLevels**

### **Description**

The windowsEventLoggingLevels property controls the amount of detail written to the Windows event log file based on severity.

### **Default value**

MEDIUM

### **Valid Values**

- LOW
- MEDIUM
- HIGH
- ALL

The ALL level includes trace messages intended for diagnostic purposes.

## **serverPort**

### **Description**

The serverPort property specifies the port where the Campaign listener is installed.

### **Default value**

4664

## **useSSL**

### **Description**

The useSSL property specifies whether to use Secure Sockets Layer for communications between the Campaign listener and the Campaign web application.

Also see the description for the serverPort2 property, in this category.

### **Default value**

no

### **Valid Values**

yes | no

## **serverPort2**

### **Description**

The serverPort2 property, in conjunction with the useSSLForPort2 property, also in this category, enables you to specify the use of SSL for communication between the Campaign listener and flowchart processes, separately from the communication between the Campaign web application and listener, which is specified by the serverPort and useSSL properties in this category.

All communication between Campaign components, (between the web application and listener and between the listener and server) use the mode specified by the useSSL property under any of the following conditions.

- serverPort2 is set to its default value of 0, **or**

- serverPort2 is set to the same value as serverPort, **or**
- useSSLForPort2 is set to the same value as useSSL

In these cases, a second listener port is not enabled, and communication between the Campaign listener and the flowchart (server) processes and communication between the listener and the Campaign web application use the same mode: either both non-SSL or both SSL, depending on the value of the useSSL property.

The listener uses two different modes of communication when both of the following conditions exist.

- serverPort2 is set to a non-0 value different from the value of serverPort, **and**
- useSSLForPort2 is set to a value different from the value of useSSL

In this case, a second listener port is enabled, and the listener and flowchart processes use the mode of communication specified by useSSLForPort2.

The Campaign web application always uses the communication mode specified by useSSL when communicating to the listener.

When SSL is enabled for communication between the Campaign listener and flowchart processes, set the value of this property (serverPort2) to an appropriate port.

#### **Default value**

0

### **useSSLForPort2**

#### **Description**

See the description for the serverPort2 property, in this category.

#### **Default value**

FALSE

#### **Valid Values**

TRUE, FALSE

### **keepalive**

#### **Description**

Use the keepalive property to specify, in seconds, the frequency with which the Campaign web application server sends keep alive messages on otherwise-inactive socket connections to the Campaign listener.

Using the keepalive configuration parameter enables socket connections to remain open through extended periods of application inactivity in environments configured to close inactive connections between the web application and the listener (for example, a firewall).

When there is activity on a socket, the keep alive period is automatically reset. At the DEBUG logging level in the web application server, the campaignweb.log will show evidence of the keep alive messages as they are sent to the listener.

#### **Default value**

0, which disables the keepalive feature

#### Valid Values

positive integers

## Campaign | server

The property in this category specifies a URL that is used internally, and does not need to be changed.

### fullContextPath

#### Description

The fullContextPath property is used internally, and specifying a value is optional. It specifies the URL that the ActiveX control uses to communicate to the application server Listener proxy.

This property is undefined by default, which causes the system to determine the URL dynamically.

#### Default value

No default value defined.

## Campaign | logging

The property in this category specifies the location of the Campaign log properties file.

### log4jConfig

#### Description

The log4jConfig property specifies the location of the Campaign log properties file, campaign\_log4j.properties. Specify the path relative to the Campaignhome directory, including the file name. Use forward slashes (/) for UNIX and backslashes (\) for Windows.

#### Default value

./conf/campaign\_log4j.properties

---

## eMessage configuration properties

This section describes the eMessage configuration properties found on the Configuration page.

## eMessage | serverComponentsAndLocations | hostedServices

Properties on this page specify the URLs for connecting to IBM Unica Hosted Services. eMessage uses separate connections for uploading recipient lists, metadata that describes recipient lists, and for general communication sent to the hosted environment.

You must change the default values if you are connecting to IBM Unica Hosted Services through the data center that IBM has established in the United Kingdom. Consult IBM to determine the data center to which you are connected.

## **uiHostName**

### **Description**

The address that eMessage uses for all communication to IBM Unica Hosted Services, except uploading recipient lists and related metadata.

### **Default value**

em.unicaondemand.com

If you are connecting to IBM's U.K. data center, change this value to em-eu.unicaondemand.com.

## **dataHostName**

### **Description**

The address that eMessage uses for uploading metadata related to recipient lists to IBM Unica Hosted Services.

### **Default value**

em.unicaondemand.com

If you are connecting to IBM's U.K. data center, change this value to em-eu.unicaondemand.com.

## **ftpHostName**

### **Description**

The address that eMessage uses for uploading recipient list data (except list metadata) to IBM Unica Hosted Services.

### **Default value**

ftp-em.unicaondemand.com

If you are connecting to IBM's U.K. data center, change this value to ftp-em-eu.unicaondemand.com.

## **eMessage | partitions | partition[n] | hostedAccountInfo**

Properties in this category allow you to define user credentials required to access the database used to store account information required to access IBM Unica Hosted Services. Values you specify here must be defined as user settings in the Marketing Platform.

## **amUserForAcctCredentials**

### **Description**

Use this property to specify the Marketing Platform user that contains a Marketing Platform data source that specifies the account access credentials required to access IBM Unica Hosted Services.

### **Default value**

asm\_admin

### **Valid Values**

Any Marketing Platform user.

## **amDataSourceForAcctCredentials**

### **Description**

Use this property to specify the Marketing Platform data source that defines login credentials for IBM Unica Hosted Services.

### **Default value**

UNICA\_HOSTED\_SERVICES

### **Valid Values**

A data source associated with the user you specify in `amUserForAcctCredentials`

## **eMessage | partitions | partition[n] | dataSources | systemTables**

This category contains configuration properties that define the schema, connection settings, and login credentials for the database that contains the eMessage system tables in your network environment.

### **type**

#### **Description**

Type of database that hosts the eMessage system tables.

#### **Default value**

No default value defined. You must define this property.

#### **Valid Values**

- SQLSERVER
- ORACLE9
- ORACLE10 (also used to indicate Oracle 11 databases)
- DB2

### **schemaName**

#### **Description**

Name of the database schema for the eMessage system tables. This is the same as the schema name for the Campaign system tables.

You must include this schema name when referencing system tables in scripts.

#### **Default value**

dbo

### **jdbcBatchSize**

#### **Description**

The number of execution requests JDBC runs on the database at a time.

#### **Default value**

10

#### **Valid Values**

An integer greater than 0.

### **jdbcClassName**

#### **Description**

JDBC driver for system tables as defined in your Campaign web server.

#### **Default value**

No default value defined. You must define this property.

### **jdbcURI**

#### **Description**

JDBC connection URI for system tables as defined in your Campaign web server.

#### **Default value**

No default value defined. You must define this property.

### **asmUserForDBCredentials**

#### **Description**

Use this property to specify an IBM Unica Marketing user that will be allowed to access the eMessage system tables.

#### **Default value**

No default value defined. You must define this property.

#### **Valid Values**

Any user defined in the Marketing Platform. This should typically be the name of the system user for Campaign

### **amDataSourceForDBCredentials**

#### **Description**

Use this property to specify the data source that defines login credentials for the database that contains the eMessage system tables. This can be the same as the data source for the Campaign system tables.

#### **Default value**

UA\_SYSTEM\_TABLES

#### **Valid Values**

A Marketing Platform data source associated with the IBM Unica Marketing user you specify in `asmUserForDBCredentials`

The data source specifies a database user and credentials used to access the eMessage system tables. If the default schema for the database user is not the schema that contains the system tables you must specify the system table schema in the JDBC connection used to access the system tables.

### **poolAcquireIncrement**

#### **Description**

When the database connection pool runs out of connections, the number of new connections eMessage creates for the system tables. eMessage creates new connections up to the number specified in poolMaxSize.

**Default value**

1

**Valid Values**

An integer greater than 0.

**poolIdleTestPeriod**

**Description**

The number of seconds eMessage waits between testing idle connections to the eMessage system tables for activity.

**Default value**

100

**Valid Values**

An integer greater than 0.

**poolMaxSize**

**Description**

The maximum number of connections eMessage makes to the system tables. A value of zero (0) indicates there is no maximum.

**Default value**

100

**Valid Values**

An integer greater than or equal to 0.

**poolMinSize**

**Description**

The minimum number of connections eMessage makes to the system tables.

**Default value**

10

**Valid Values**

An integer greater than or equal to 0.

**poolMaxStatements**

**Description**

The maximum number of statements that eMessage stores in the PrepareStatement cache per connection to the system tables. Setting poolMaxStatements to zero (0) disables statement caching.

**Default value**

0

**Valid Values**

An integer equal to or greater than 0.

**timeout****Description**

The number of seconds eMessage maintains an idle database connection before dropping the connection.

If poolIdleTestPeriod is greater than 0, eMessage tests all idle, pooled, but unchecked-out connections, every timeout number of seconds.

If poolIdleTestPeriod is greater than timeout, the idle connections are dropped.

**Default value**

100

**Valid Values**

An integer equal to or greater than 0.

**eMessage | partitions | partition[n] | recipientListUploader**

This configuration category contains an optional property for the location of a user-defined script that performs an action in response to the actions or status of the Recipient List Uploader.

**pathToTriggerScript****Description**

You can create a script that triggers an action in response to the upload of a recipient list to IBM Unica Hosted Services. For example, you can create a script to send an email alert to the list designer when the list upload has completed successfully.

If you define a value for this property, eMessage will pass status information about the Recipient List Uploader to the specified location. eMessage takes no action if you leave this property blank.

**Default value**

No default value defined.

**Valid Values**

Any valid network path.

**eMessage | partitions | partition[n] | responseContactTracker**

Properties in this category specify behavior for the Response and Contact Tracker (RCT). The RCT retrieves and processes data for email contacts, email delivery, and recipient responses, such as link clicks and opens.

**pauseCustomerPremisesTracking****Description**

eMessage stores contact and response data in a queue in IBM Unica Hosted Services. This property allows you to instruct the RCT to



temporarily stop retrieving data from IBM Unica Hosted Services. When you resume tracking, the RCT downloads the accumulated data.

**Default value**

False

**Valid Values**

True | False

**waitTimeToCheckForDataAvailability**

**Description**

The RCT periodically checks for new data regarding email contacts or recipient responses. This property allows you to specify how often, in seconds, the RCT checks for new data in IBM Unica Hosted Services. The default value is 300 seconds, or every 5 minutes.

**Default value**

300

**Valid Values**

Any integer greater than 1.

**perfLogInterval**

**Description**

This property allows you to specify how often the RCT logs performance statistics to a log file. The value you enter determines the number of batches between log entries.

**Default value**

10

**Valid Values**

An integer greater than 0.

**enableSeparatePartialResponseDataTracking**

**Description**

This property determines if eMessage forwards partial email response data to the tracking tables in your local eMessage installation.

eMessage requires the Mailing Instance ID and Message Sequence Number to properly attribute email responses. When you enable separate partial response data tracking, eMessage places the incomplete responses in separate local tracking tables where you can review them or perform additional processing.

**Default value**

True

**Valid Values**

True | False

---

## Interact configuration properties

This section describes the Interact configuration properties found on the Configuration page.

### Interact runtime environment configuration properties

This section describes all the configuration properties for the Interact runtime environment.

#### Interact | general

These configuration properties define general settings for your runtime environment, including the default logging level and the locale setting.

##### log4jConfig

###### Description

The location of the file containing the log4j properties. This path must be relative to the INTERACT\_HOME environment variable. INTERACT\_HOME is the location of the Interact installation directory.

###### Default value

`./conf/interact_log4j.properties`

##### asmUserForDefaultLocale

###### Description

The `asmUserForDefaultLocale` property defines the IBM Unica Marketing user from which Interact derives its locale settings.

The locale settings define what language displays in the design time and what language advisory messages from the Interact API are in. If the locale setting does not match your machine's operating system settings, Interact still functions, however the design time display and advisory messages may be in a different language.

###### Default value

No default value defined.

#### 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 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 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 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

**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.

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 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**

## **schema**

### **Description**

The name of the schema containing the tables for the built-in learning module. 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, 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 Interact runtime servers.

### **Default value**

No default value defined.

## **type**

### **Description**

The database type for the customer tables accessed by Interact runtime servers.

### **Default value**

SQLServer

### **Valid Values**

SQLServer | DB2 | ORACLE

## **aliasPrefix**

### **Description**

The AliasPrefix property specifies the way Interact forms the alias name that Interact creates automatically when using a dimension table and writing to a new table in the customer tables accessed by 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**

## A

### **connectionRetryPeriod**

#### **Description**

The ConnectionRetryPeriod property specifies the amount of time in seconds Interact automatically retries the database connection request on failure for the runtime customer 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 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. 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, 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**

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.

#### **Default value**

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

## **connectionRetryPeriod**

### **Description**

The ConnectionRetryPeriod property specifies the amount of time in seconds Interact automatically retries the database connection request on failure for the runtime system 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.

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 Interact waits before it tries to reconnect to the database after a failure for the 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. 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, 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 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 LoaderCommandForAppend are described in the following table.

| Token         | Description                                                                                                                                                                                          |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <CONTROLFILE> | This token is replaced with the full path and filename to the temporary control file that Interact generates according to the template that is specified in the LoaderControlFileTemplate parameter. |

| Token            | Description                                                                                                                                                                                                                                                                                                                                            |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <DATABASE>       | This token is replaced with the name of the data source into which Interact is loading data. This is the same data source name used in the category name for this data source.                                                                                                                                                                         |
| <DATAFILE>       | This token is replaced with the full path and filename to the temporary data file created by Interact during the loading process. This file is in the Interact Temp directory, UNICA_ACTMPDIR.                                                                                                                                                         |
| <DBCOLUMNNUMBER> | This token is replaced with the column ordinal in the database.                                                                                                                                                                                                                                                                                        |
| <FIELDLENGTH>    | This token is replaced with the length of the field being loaded into the database.                                                                                                                                                                                                                                                                    |
| <FIELDNAME>      | This token is replaced with the name of the field being loaded into the database.                                                                                                                                                                                                                                                                      |
| <FIELDNUMBER>    | This token is replaced with the number of the field being loaded into the database.                                                                                                                                                                                                                                                                    |
| <FIELDTYPE>      | 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>)" |
| <NATIVETYPE>     | This token is replaced with the type of database into which this field is loaded.                                                                                                                                                                                                                                                                      |
| <NUMFIELDS>      | This token is replaced with the number of fields in the table.                                                                                                                                                                                                                                                                                         |
| <PASSWORD>       | This token is replaced with the database password from the current flowchart connection to the data source.                                                                                                                                                                                                                                            |
| <TABLENAME>      | This token is replaced with the database table name into which Interact is loading data.                                                                                                                                                                                                                                                               |
| <USER>           | This token is replaced with the database user from the current flowchart connection to the data source.                                                                                                                                                                                                                                                |

#### Default value



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 Interact. When this parameter is set, 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 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 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 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, 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. 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, Interact uses delimiters at the end of each line.

### **Default value**

`FALSE`

**Valid Values**

TRUE | FALSE

**LoaderUseLocaleDP****Description**

The LoaderUseLocaleDP property specifies, when 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 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.

**Default value**

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

**aliasPrefix****Description**

The AliasPrefix property specifies the way Interact forms the alias name that 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**

A

**connectionRetryPeriod**

**Description**

The ConnectionRetryPeriod property specifies the amount of time in seconds Interact automatically retries the database connection request on failure for the test run 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 test run tables. 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 interactive flowchart test runs. 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, 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 | general | contactAndResponseHistoryDataSource**

These configuration properties define the connection settings for the contact and response history data source required for the 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 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 Interact cross-session response tracking.

**Default value**

SQLServer

**Valid Values**

SQLServer | DB2 | ORACLE

**connectionRetryPeriod**

**Description**

The ConnectionRetryPeriod property specifies the amount of time in seconds Interact automatically retries the database connection request on

failure for the Interact cross-session response tracking. 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 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 Interact cross-session response tracking. 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, 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 | flowchart**

This section defines configuration settings for interactive flowcharts.

**defaultDateFormat**

**Description**

The default date format used by Interact to convert Date to String and String to Date.

**Default value**

MM/dd/yy

**idleFlowchartThreadTimeoutInMinutes**

**Description**

The number of minutes 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 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 Interact holds in queue. If this number of requests is reached, Interact will stop taking requests.

#### **Default value**

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.

### **Default value**

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 class that you can access with the IBM Unica Macro EXTERNALCALLOUT.

#### **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 Marketing 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

This is the Java class that you can access with the IBM Unica Macro EXTERNALCALLOUT.

#### **Default value**

No default value defined.

## **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 Interact design environment.

### **protocol**

#### **Description**

Define the protocol for the 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 Interact runtime server. If set to true, you must supply a user name and password to access the Interact runtime JMX service. This user



credential is authenticated by the Marketing 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 Campaign (the Interact design time).

**Default value**

True

**Valid Values**

True | 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, Interact loads the score override data from the scoreOverrideTable when creating a session. If False, Interact does not load the marketing score override data when creating a session.

If true, you must also configure the Unica > 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, Interact loads the offer suppression data from the offerSuppressionTable when creating a session. If False, Interact does not load the offer suppression data when creating a session.

If true, you must also configure the Unica > 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 Interact, this property is deprecated. In an upgraded installation of 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, Interact loads the profile data from the profileTable when creating a session.

If true, you must also configure the Unica > 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.

#### **Default value**

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 Interact features. You are only required to define the table name if you are using the associated feature.

### **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.

Interact looks for this table in the customer tables accessed by Interact runtime servers, defined by the prodUserDataSource properties.

If you have defined the schema property for this data source, 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, 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, even if enableOfferSuppressionLookup is set to true.

Interact looks for this table in the customer tables accessed by runtime servers, defined by the prodUserDataSource properties.

### **Default value**

UACI\_BlackList

## **profileTable**

### **Description**

In a new installation of Interact, this property is deprecated. In an upgraded installation of Interact, this property is valid until the first deployment.

The name of the table containing the profile data for this audience level.

Interact looks for this table in the customer tables accessed by runtime servers, defined by the prodUserDataSource properties.

If you have defined the schema property for this data source, Interact prepends this table name with the schema, for example, schema.UACI\_usrProd. If you enter a fully-qualified name, for example, mySchema.UACI\_usrProd, Interact does not prepend the schema name.

### **Default value**

No default value defined.

## **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, 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, Interact does not prepend the schema name.

### **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, 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, Interact does not prepend the schema name.

**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, 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, Interact does not prepend the schema name.

**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, 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, Interact does not prepend the schema name.

**Default value**

UACI\_XSessResponse

**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.

**optimizationType**

**Description**

The optimizationType property defines whether Interact uses a learning engine to assist with offer assignments. If set to NoLearning, Interact does not use learning. If set to BuiltInLearning, Interact uses the baysean learning engine built with Interact. If set to ExternalLearning, Interact uses

a learning engine you provide. If you select `ExternalLearning`, you must define the `externalLearningClass` and `externalLearningClassPath` 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.

**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.

**insertRawStatsIntervallInMinutes**

**Description**

The number of minutes the 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`

**aggregateStatsIntervallInMinutes**

**Description**

The number of minutes the Interact learning module waits between aggregating data in 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**

`15`

## Valid Values

An integer greater than zero.

## 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 Marketing 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 `optimizationType` is set to `ExternalLearning`.

## 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 | 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 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`.

**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 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.

**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 | 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.

**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 | 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**

## 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 have configured 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 | responseHist | cache

The configuration properties in this category define the cache settings for the service that collects the response history data.

### 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.

#### Default value

3600

## **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 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 Interact cross-session response tracking.

### **enableLog**

#### **Description**

If true, enables the crossSessionResponse service and Interact writes data to the cross-session response tracking staging tables. If false, disables the crossSessionResponse service.

#### **Default value**

False

### **xsessionProcessIntervallInSecs**

#### **Description**

The number of seconds between runs of the xsession process. This process moves data from the cross-session 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, 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

## **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.

#### **Default value**

100

### **insertPeriodInSecs**

#### **Description**

The number of seconds between forced writes to the 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 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 SQL is set to Use System Generated 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.

### **Default value**

false

### **Valid Values**

true | false

## **Type**

### **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 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 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 SQL is set to Use System Generated 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

## **Type**

### **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

**Type**

**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.

### **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 scheduled threads 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 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 write cached data to the data store.

### **Default value**

5

## **Interact | sessionManagement**

This set of configuration properties defines settings for runtime sessions.

## **cacheType**

### **Description**

Defines the type of cache approach for the runtime servers.

### **Default value**

Local

### **Valid Values**

Distributed | Local

## **maxNumberOfSessions**

### **Description**

The maximum number of runtime sessions that the cache holds at any one time. If a request to add a new runtime session occurs when the cache has reached this maximum, the cache removes the oldest inactive runtime session.

### **Default value**

999999999

### **Valid Values**

Integer greater than 0.

### **multicastIPAddress**

#### **Description**

If cacheType is Distributed, enter the IP address used by the distributed cache. You must also define multicastPort.

If cacheType is Local, you can leave multicastIPAddress undefined.

#### **Default value**

230.0.0.1

#### **Valid Values**

Any valid IP address.

### **multicastPort**

#### **Description**

If cacheType is Distributed, enter the port number used by the distributed cache. You must also define multicastIPAddress.

If cacheType is Local, you can leave multicastPort undefined.

#### **Default value**

6363

#### **Valid Values**

1024 – 49151

### **sessionTimeoutInSecs**

#### **Description**

The amount of time, in seconds, a session can remain inactive. Once the sessionTimeout number of seconds have passed, Interact ends the session.

#### **Default value**

300

#### **Valid Values**

Any integer greater than zero.

## **Interact design environment configuration properties**

This section describes all the configuration properties for Interact design environment.

### **Campaign | partitions | partition[n] | reports**

These configuration properties define folders for reports.

### **offerAnalysisTabCachedFolder**

#### **Description**

The offerAnalysisTabCachedFolder property specifies the location of the folder that contains the specification for bursted (expanded) offer reports listed on the Analysis tab when you reach it by clicking the Analysis link on the navigation pane. The path is specified using XPath notation.

**Default value**

```
/content/folder[@name='Affinium Campaign - Object Specific Reports']/folder[@name='offer']/folder[@name='cached']
```

**segmentAnalysisTabOnDemandFolder****Description**

The segmentAnalysisTabOnDemandFolder property specifies the location of the folder that contains the segment reports listed on the Analysis tab of a segment. The path is specified using XPath notation.

**Default value**

```
/content/folder[@name='Affinium Campaign - Object Specific Reports']/folder[@name='segment']/folder[@name='cached']
```

**offerAnalysisTabOnDemandFolder****Description**

The offerAnalysisTabOnDemandFolder property specifies the location of the folder that contains the offer reports listed on the Analysis tab of an offer. The path is specified using XPath notation.

**Default value**

```
/content/folder[@name='Affinium Campaign - Object Specific Reports']/folder[@name='offer']
```

**segmentAnalysisTabCachedFolder****Description**

The segmentAnalysisTabCachedFolder property specifies the location of the folder that contains the specification for bursted (expanded) segment reports listed on the Analysis tab when you reach it by clicking the Analysis link on the navigation pane. The path is specified using XPath notation.

**Default value**

```
/content/folder[@name='Affinium Campaign - Object Specific Reports']/folder[@name='segment']
```

**analysisSectionFolder****Description**

The analysisSectionFolder property specifies the location of the root folder where report specifications are stored. The path is specified using XPath notation.

**Default value**

```
/content/folder[@name='Affinium Campaign']
```

**campaignAnalysisTabOnDemandFolder****Description**

The campaignAnalysisTabOnDemandFolder property specifies the location of the folder that contains the campaign reports listed on the Analysis tab of a campaign. The path is specified using XPath notation.

**Default value**

```
/content/folder[@name='Affinium Campaign - Object Specific Reports']/folder[@name='campaign']
```

**campaignAnalysisTabCachedFolder****Description**

The campaignAnalysisTabCachedFolder property specifies the location of the folder that contains the specification for bursted (expanded) campaign reports listed on the Analysis tab when you reach it by clicking the Analysis link on the navigation pane. The path is specified using XPath notation.

**Default value**

```
/content/folder[@name='Affinium Campaign - Object Specific Reports']/folder[@name='campaign']/folder[@name='cached']
```

**campaignAnalysisTabEmessageOnDemandFolder****Description**

The campaignAnalysisTabEmessageOnDemandFolder property specifies the location of the folder that contains the eMessage reports listed on the Analysis tab of a campaign. The path is specified using XPath notation.

**Default value**

```
/content/folder[@name='Affinium Campaign']/folder[@name='eMessage Reports']
```

**campaignAnalysisTabInteractOnDemandFolder****Description**

Report server folder string for Interact reports.

**Default value**

```
/content/folder[@name='Affinium Campaign']/folder[@name='Interact Reports']
```

**Availability**

This property is applicable only if you have installed 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 have installed Interact.

## **Campaign | partitions | partition[n] | Interact | contactAndResponseHistTracking**

These configuration properties define settings for the Interact contact and response history module.

### **isEnabled**

#### **Description**

If set to yes, enables the Interact contact and response history module which copies the Interact contact and response history from staging tables in the Interact runtime to the 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 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 Interact.

### **processSleepIntervalInMinutes**

#### **Description**

The number of minutes the Interact contact and response history module waits between copying data from the Interact runtime staging tables to the 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 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 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 Interact.

**purgeOrphanResponseThresholdInMinutes****Description**

The number of minutes the 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 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 Interact contact and response history module processes in one iteration. During each iteration, the 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 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, four arguments are passed to the completion notification script: start time, end time, total number of CH records processed, and total number of RH records processed. The start time and end time are numeric values representing number of milliseconds elapsed since 1970.

**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

**Campaign | partitions | partition[n] | Interact | contactAndResponseHistTracking | runtimeDataSources | [runtimeDataSource]**

These configuration properties define the data source for the 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 Interact runtime tables.

The 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 Interact.

### **databaseType**

#### **Description**

Database type for the Interact runtime data source.

#### **Default value**

SQLServer

#### **Valid Values**

SQLServer | Oracle | DB2

#### **Availability**

This property is applicable only if you have installed 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.

### **Campaign | 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 Campaign system tables for an offer contact. The value must be a valid entry in the UA\_ContactStatus table. See the *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 Interact.

### **Campaign | 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 Campaign system tables for an accepted offer. The value must be a valid entry in the UA\_UsrResponseType table. You should assign the CountsAsResponse column the value 1, a response.

See the *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 Interact.

## **reject**

### **Description**

The value assigned to the ResponseTypeID column of the UA\_ResponseHistory table in the Campaign system tables for a rejected offer. The value must be a valid entry in the UA\_UsrResponseType table. You should assign the CountsAsResponse column the value 2, a reject. See the *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 Interact.

## **Campaign | 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

**Campaign | 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 Interact runtime is set to BuiltInLearning only.

**Default value**

95

**Valid Values**

An integer between 0 and 95 divisible by 5 or 99.

**enableLearning****Description**

If set to Yes, the Interact design time expects learning to be enabled. If you set enableLearning to yes, you must configure Interact > offerserving > optimizationType to BuiltInLearning or ExternalLearning.

If set to No, the Interact design time expects learning to be disabled. If you set enableLearning to no, you must configure Interact > offerserving > optimizationType to NoLearning.

**Default value**

No

**maxAttributeNames****Description**

The maximum number of learning attributes the Interact learning utility monitors.

This property is applicable if the Interact > offerserving > optimizationType property for Interact runtime is set to BuiltInLearning only.

**Default value**

**Valid Values**

Any integer.

**maxAttributeValues****Description**

The maximum number of values the Interact learning module tracks for each learning attribute.

This property is applicable if the `Interact > offerserving > optimizationType` property for 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 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.

**Default value**

5

**Valid Values**

Any integer from 0 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 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 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 No, 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

## **Campaign | 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 Interact runtime is set to BuiltInLearning only.

**Default value**

No default value defined.

## **Campaign | partitions | partition[n] | Interact | deployment**

These configuration properties define deployment settings.

**chunkSize****Description**

The maximum size of fragmentation in KB for each Interact deployment package.

**Default value**

500

**Availability**

This property is applicable only if you have installed Interact.

## **Campaign | partitions | partition[n] | Interact | serverGroups | [serverGroup]**

These configuration properties define server group settings.

**serverGroupName****Description**

The name of the 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 Interact.

## **Campaign | partitions | partition[n] | Interact | serverGroups | [serverGroup] | instanceURLs | [instanceURL]**

These configuration properties define the Interact runtime servers.

### **instanceURL**

#### **Description**

The URL of the Interact runtime server. A server group can contain several 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 Interact.

## **Campaign | partitions | partition[n] | Interact | flowchart**

These configuration properties define the Interact runtime environment used for test runs of interactive flowcharts.

### **serverGroup**

#### **Description**

The name of the Interact server group 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 Interact.

### **dataSource**

#### **Description**

Use the dataSource property to identify the physical data source for 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 Interact design time.

#### **Default value**

No default value defined.

#### **Availability**

This property is applicable only if you have installed Interact.

## **Campaign | 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 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 Campaign

#### **Availability**

This property is applicable only if you have installed Interact.

## **Campaign | 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 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 Campaign

#### **Availability**

This property is applicable only if you have installed Interact.

## **Campaign | partitions | partition[n] | server | internal**

Properties in this category specify integration settings and the internalID limits for the selected Campaign partition. If your Campaign installation has multiple partitions, set these properties for each partition that you want to affect.

### **internalIdLowerLimit**

#### **Description**

The `internalIdUpperLimit` and `internalIdLowerLimit` properties constrain the Campaign internal IDs to be within the specified range. Note that the values are inclusive: that is, Campaign may use both the lower and upper limit.

**Default value**

0 (zero)

**internalIdUpperLimit**

**Description**

The `internalIdUpperLimit` and `internalIdLowerLimit` properties constrain the Campaign internal IDs to be within the specified range. Note that the values are inclusive: that is, Campaign may use both the lower and upper limit.

**Default value**

4294967295

**eMessageInstalled**

**Description**

Indicates that eMessage is installed. When you select yes, eMessage features are available in the Campaign interface.

The IBM installer sets this property to yes for the default partition in your eMessage installation. For additional partitions where you have installed eMessage, you must configure this property manually.

**Default value**

no

**Valid Values**

yes | no

**interactInstalled**

**Description**

After installing the Interact design environment, this configuration property should be set to yes to enable the Interact design environment in Campaign.

If you do not have Interact installed, set to no. Setting this property to no does not remove Interact menus and options from the user interface. To remove menus and options, you must manually unregister Interact using the `configTool` utility.

**Default value**

no

**Valid Values**

yes | no

**Availability**

This property is applicable only if you have installed Interact.

## MO\_UC\_integration

### Description

Enables integration with Marketing Operations for this partition. If you plan to set any of the following three options to Yes, you must set **MO\_UC\_integration** to Yes. For more information about configuring this integration, see the *IBM Unica Marketing Operations and Campaign Integration Guide*.

### Default value

no

### Valid Values

yes | no

## MO\_UC\_BottomUpTargetCells

### Description

Allows bottom-up cells for Target Cell Spreadsheets on this partition. When set to Yes, both top-down and bottom-up target cells are visible, but bottom-up target cells are read only. Note that **MO\_UC\_integration** must be enabled. For more information about configuring this integration, see the *IBM Unica Marketing Operations and Campaign Integration Guide*.

### Default value

no

### Valid Values

yes | no

## Legacy\_campaigns

### Description

When the **MO\_UC\_integration** property is set to **Yes**, the **Legacy\_campaigns** property enables access to campaigns created before enabling integration, including campaigns created in Campaign 7.x and linked to Plan 7.x projects. For more information about configuring this integration, see the *IBM Unica Marketing Operations and Campaign Integration Guide*.

### Default value

no

### Valid Values

yes | no

## IBM Unica Marketing Operations - Offer integration

### Description

Enables the ability to use Marketing Operations to perform offer lifecycle management tasks on this partition. (**MO\_UC\_integration** must be enabled. Also, **Campaign integration** must be enabled in **Settings > Configuration > Unica > Platform**.) For more information about configuring this integration, see the *IBM Unica Marketing Operations and Campaign Integration Guide*.

**Default value**

no

**Valid Values**

yes | no

**UC\_CM\_integration****Description**

Enables IBM Coremetrics online segment integration for a Campaign partition. If you set this option to yes, the Select process box in a flowchart will provide the option to select **IBM Coremetrics Segments** as input. To configure the integration for each partition, choose **Settings > Configuration > Campaign | partitions | partition[n] | Coremetrics**.

**Default value**

no

**Valid Values**

yes | no

**Campaign | monitoring**

Properties in the this category specify whether the Operational Monitoring feature is enabled, the URL of the Operational Monitoring server, and caching behavior. Operational Monitoring displays and allows you to control active flowcharts.

**cacheCleanupInterval****Description**

The cacheCleanupInterval property specifies the interval, in seconds, between automatic cleanups of the flowchart status cache.

This property is not available in versions of Campaign earlier than 7.0.

**Default value**

600 (10 minutes)

**cacheRunCompleteTime****Description**

The cacheRunCompleteTime property specifies the amount of time, in minutes, that completed runs are cached and display on the Monitoring page.

This property is not available in versions of Campaign earlier than 7.0.

**Default value**

4320

**monitorEnabled****Description**

The monitorEnabled property specifies whether the monitor is turned on.

This property is not available in versions of Campaign earlier than 7.0.

**Default value**

yes

## **serverURL**

### **Description**

The Campaign > monitoring > serverURL property specifies the URL of the Operational Monitoring server. This is a mandatory setting; modify the value if the Operational Monitoring server URL is not the default.

If Campaign is configured to use Secure Sockets Layer (SSL) communications, set the value of this property to use HTTPS. For example: serverURL=https://host:SSL\_port/Campaign/OperationMonitor where:

- *host* is the name or IP address of the machine on which the web application is installed
- *SSL\_Port* is the SSL port of the web application.

Note the https in the URL.

### **Default value**

http://localhost:7001/Campaign/OperationMonitor

## **monitorEnabledForInteract**

### **Description**

If set to yes, enables Campaign JMX connector server for Interact. Campaign has no JMX security.

If set to no, you cannot connect to the Campaign JMX connector server.

This JMX monitoring is for the Interact contact and response history module only.

### **Default value**

False

### **Valid Values**

True | False

### **Availability**

This property is applicable only if you have installed Interact.

## **protocol**

### **Description**

Listening protocol for the Campaign JMX connector server, if monitorEnabledForInteract is set to yes.

This JMX monitoring is for the Interact contact and response history module only.

### **Default value**

JMXMP

### **Valid Values**

JMXMP | RMI

### **Availability**

This property is applicable only if you have installed Interact.

**port****Description**

Listening port for the Campaign JMX connector server, if `monitorEnabledForInteract` is set to yes.

This JMX monitoring is for the Interact contact and response history module only.

**Default value**

2004

**Valid Values**

An integer between 1025 and 65535.

**Availability**

This property is applicable only if you have installed Interact.

---

## Optimize configuration properties

This section describes the IBM Unica Optimize configuration properties found on the Configuration page.

### Campaign | unicaACOListener

These configuration properties are for Optimize listener settings.

**serverHost****Description**

Set to the host server name for the Optimize installation.

**Default value**

localhost

**serverPort****Description**

Set to the host server port for the Optimize installation.

**Default value**

none

**useSSL****Description**

Set to True to connect to the Marketing Platform server using SSL. Otherwise, set to False.

**Default value**

False

**Valid Values**

True | False



## keepalive

### Description

The number of seconds the Campaign web application waits between sending messages to the ACOListener to keep the connection active. Using `keepalive` keeps connections open if your network is configured to close inactive connections.

If set to 0, the web application does not send any messages.

This `keepalive` property is separate from the Java socket `keepAlive`.

### Default value

0

### Valid Values

Positive integer

## logProcessId

### Description

Set to `yes` to log the ID of the Optimize listener process in the Optimize Listener log (*optimize\_installation\_directory*/logs/unica\_acolsnr.log). Otherwise set to `no`.

### Default value

yes

### Valid Values

yes | no

## loggingLevels

### Description

You can set the details for the Optimize listener data you log.

This setting affects the *optimize\_installation\_directory*/logs/unica\_acolsnr.log file.

### Default value

MEDIUM

### Valid Values

LOW | MEDIUM | HIGH | ALL

## logMaxFileSize

### Description

Set this integer to the maximum size for a log file, in bytes. Optimize creates a file after the log file reaches this size. This setting effects *optimize\_installation\_directory*/logs/unica\_acolsnr.log.

### Default value

20485760

## enableLogging

### Description

Set to True to enable logging. Otherwise set to False. This setting effects *Optimize\_installation\_directory/logs/unica\_acolsnr.log*.

**Default value**

True

**Valid Values**

True | False

## **logMaxBackupIndex**

**Description**

Set this integer to the number of backup files to store. This setting effects *Optimize\_installation\_directory/logs/unica\_acolsnr.log*.

**Default value**

5

## **loggingCategories**

**Description**

You can specify the categories of data you want to log in a comma-separated list. This setting affects *Optimize\_installation\_directory/logs/unica\_acolsnr.log*.

**Default value**

all

**Valid Values**

all | bad\_order | cell\_access | commands | config | data\_errors |  
dbload | file\_access | general | memory | procrun | query | sort |  
sysquery | table\_access | table\_io | table\_mapping | webproc

## **defaultFilePermissions (UNIX only)**

**Description**

The permission level for the generated log files in the numeric format. For example, 777 for read, write, and execute permissions.

**Default value**

660 (Owner and Group have read and write access only)

## **Campaign | partitions | partition[n] | Optimize | sessionRunMonitor**

These configuration properties are for sessionRunMonitor settings.

### **progressFetchDelay**

**Description**

Set this integer to the number of milliseconds that the web application waits before obtaining progress information from the listener.

**Default value**

250

## Campaign | partitions | partition[n] | Optimize | MemoryTuning

These configuration properties are for the MemoryTuning settings.

### MaxRamUsage

#### Description

Defines the maximum memory in MB used to cache the contact history.  
This value must be at least as large as one contact history record.

#### Default value

128

## Campaign | partitions | partition[n] | Optimize | userTemplateTables

This property defines the template tables used by the PCT and OCT.

### tablenames

#### Description

Enter a comma-separated list of table names for the Optimize template tables. These template tables can be used to add user-specific fields to the proposed contacts table (PCT) or the optimized contacts table (OCT).

#### Default value

UACO\_UserTable

## Campaign | partitions | partition[n] | Optimize | AlgorithmTuning

These configuration properties define settings you can use to tune your optimizations.

### MaxAlternativesPerCustomerEvaluated

#### Description

The maximum number of times Optimize tests combinations of proposed transactions, or alternatives, to find the optimal alternative for a customer.

For example, if the following are true:

- The offers associated with a customer in the proposed contacts table (PCT) are A,B,C,D, where the scores for these offers are A=8, B=4, C=2, D=1
- The MaxAlternativesPerCustomerEvaluated property is 5
- a rule of MAX # Offers=3 exists

Then the alternatives tried might be as follows:

- ABC score = 14
- ABD score = 13
- AB score = 12
- ACD score = 11
- AC score = 10

Since the number of alternatives to test might be large, this value allows you to place a limit on how much effort the core algorithm spends on a customer before Optimize moves to the next customer in the PCT.

**Default value**

1000

## **CustomerSampleSize**

**Description**

If your number of customers being optimized is greater than CustomerSampleSize, Optimize divides the customers into groups of no greater than CustomerSampleSize and optimizes each sample group separately. Rules which span across groups, such as a Custom Capacity rule, are still met. Increasing this number might increase optimality but hinder performance.

The most optimal CustomerSampleSize is equal to your number of customers. However, processing a large set of data might take a prohibitive amount of time. By dividing customers into smaller groups for Optimize to process at a time, you can increase performance with minimal loss to optimality.

**Default value**

1000

**Valid Values**

Positive integer

## **CustomerRandomSeed**

**Description**

The random seed represents the starting point that Optimize uses to select records randomly before populating sample groups defined by the CustomerSampleSize. If you have fewer customers than CustomerSampleSize, this property has no effect on the optimization.

You might want to change the random seed if you think your current random sample produces highly skewed results.

**Default value**

1928374656

**Valid Values**

Positive integer

## **MaxIterationsPerCustomerSample**

**Description**

The maximum number of iterations Optimize processes a group of customers. Optimize processes a group of customers until optimality is reached or the number of iterations equals MaxIterationsPerCustomerSample.

Search for the following information in the session log to observe the effect of setting changes for MaxIterationsPerCustomerSample.

- Maximum, minimum, and mean number of iterations per customer chunk
- Maximum, minimum, and mean number of alternatives created per customer
- Maximum, minimum, and mean number of alternatives tried per customer
- Standard deviation of iterations

**Default value**

1000

**Valid Values**

Positive integer

## **MaxCustomerSampleProcessingThreads**

**Description**

The maximum number of threads Optimize uses to process the optimization algorithms. In general, the higher you set MaxCustomerSampleProcessingThreads, the more you might improve performance. However, the performance increase is limited by several factors including the type and number of optimization rules you use and your hardware. For detailed instructions on tuning your Optimize implementation, contact your IBM Unica representative.

**Default value**

1

**Valid Values**

Positive integer

## **ProcessingThreadQueueSize**

**Description**

The number of threads available to Optimize to use when reading a customer sample from the PCT. Increasing the number of threads might improve the performance of an Optimize session. For detailed instructions on tuning your Optimize implementation, contact your IBM Unica representative.

**Default value**

1

**Valid Values**

Positive integer

## **PostProcessingThreadQueueSize**

**Description**

The number of threads available to Optimize to use when writing a customer sample to a staging table for the OCT. Increasing the number of threads might improve the performance of an Optimize session. For detailed instructions on tuning your Optimize implementation, contact your IBM Unica representative.

**Default value**

1

#### Valid Values

Positive integer

### EnableMultithreading

#### Description

If true, Optimize attempts to use multiple threads when processing the optimization algorithms. You can configure the number of threads with the `MaxCustomerSampleProcessingThreads`, `ProcessingThreadQueueSize`, and `PostProcessingThreadQueueSize` configuration properties. If false, Optimize uses a single thread when processing the optimization algorithms.

#### Default value

true

#### Valid Values

true | false

### EnableBufferingHistoryTransactions

#### Description

If true, Optimize writes contact history transactions to a file to read during an Optimize session run. If false, Optimize reads from the `UA_ContactHistory` table in the Campaign system tables.

If false, Optimize creates a read lock on the `UA_ContactHistory` table for the length of the Optimize session. This lock might cause attempts to write to the table to fail if you are using a database load utility. If true, Optimize creates a read lock on the table only for the time it takes to write the query to a file.

#### Default value

false

#### Valid Values

true | false

### MinImprovementPercent

#### Description

This configuration property allows you to stop processing a group of customers when the rate of optimization reaches a specified level. The `MinImprovementPercent` property allows you to set a rate of score improvement, measured as a percentage, to continue iterating. The default is zero, which means that there is no limit to the number of iterations possible.

#### Default value

0.0

### UseFutureContacts

#### Description

If you are not using time periods in any of your optimization rules, you can prevent Optimize from querying the Contact History tables to improve performance. You can control this behavior using the UseFutureContacts configuration property.

If you set UseFutureContacts to false, and the optimization rules for your Optimize session do not use time periods, Optimize does not query the Contact History tables. This setting improves the time needed to run the Optimize session. However, if the Optimize session uses time periods, Contact History tables are queried.

If you record potential future contacts in Contact History, you must set UseFutureContacts to true. For example, if you know that you are sending an email communication next week regarding a special promotion to certain customers, those contacts might already be in the Contact History tables as placeholders. In this case, set UseFutureContacts to true and Optimize always queries the Contact History tables.

**Default value**

False

**Valid Values**

True | False

## Campaign | partitions | partition[n] | Optimize | Debug

This property defines debug level for processing the PCT.

### ExtraVerbose

**Description**

Set this value to yes to provide detailed logs on the rows processed in the proposed contacts table. By default, all rows are logged if you set this value to yes.

If you do not want processed rows of the proposed contacts table to be logged, set this value to no.

**Default value**

no

**Valid Values**

yes | no

## Campaign | partitions | partition[n] | Optimize | logging

This property defines logging settings for Optimize.

### enableBailoutLogging

**Description**

If set to True, when Optimize exceeds the limit set by MaxAlternativesPerCustomerEvaluated, and no legal alternatives are found for a customer, Optimize generates a log for that customer (in addition to the usual log counting those customers who exceeded the limit).

If set to True, you also get a separate file containing details of customers Optimize could not process in a comma-separated values (CSV) file. Each row corresponds to one customer. The first column is the customer ID and

the second column is the reason why Optimize was not able to process the customer. The file is named `unprocessables_sessionID.csv` and is located in the `OptimizeInstallationDirectory/partitions/partition[n]/logs` directory.

**Default value**

False

**Valid Values**

True | False

**logProcessId**

**Description**

Set to True to log the ID of the Optimize server process in the Optimize Server log (`Optimize_installation_directory/partitions/partition[n]/logs/unica_acosvr_SESSIONID.log`). Otherwise set to False.

**Default value**

False

**Valid Values**

True | False

**loggingLevels**

**Description**

You can set the details for the server data you log.

This setting affects the Optimize Server log (`Optimize_installation_directory/partitions/partition[n]/logs/unica_acosvr_SESSIONID.log`).

**Default value**

MEDIUM

**Valid Values**

LOW | MEDIUM | HIGH | ALL

**logMaxFileSize**

**Description**

Set this integer in bytes to the maximum size for a log file. Optimize creates a file after the log file reaches this size. This setting affects the Optimize Server log (`Optimize_installation_directory/partitions/partition[n]/logs/unica_acosvr_SESSIONID.log`).

**Default value**

10485760

**enableLogging**

**Description**

Set to True to enable logging. Otherwise set to False. This setting affects the Optimize Server log (`Optimize_installation_directory/partitions/partition[n]/logs/unica_acosvr_SESSIONID.log`).



**Default value**

True

**Valid Values**

True | False

**logMaxBackupIndex****Description**

Set this integer to the number of backup files to store. This effects the Optimize Server log (*Optimize\_installation\_directory*/partitions/partition[n]/logs/unica\_acosvr\_SESSIONID.log).

**Default value**

5

**loggingCategories****Description**

You can specify the categories of data you want to log in a comma-separated list. This setting affects the Optimize Server log (*Optimize\_installation\_directory*/partitions/partition[n]/logs/unica\_acosvr\_SESSIONID.log).

**Default value**

all

**Valid Values**

all | bad\_order | cell\_access | commands | config | data\_errors | dbload | file\_access | general | memory | procrun | query | sort | sysquery | table\_access | table\_io | table\_mapping | webproc

**defaultFilePermissions (UNIX only)****Description**

The permission level for the generated log files in the numeric format. For example, 777 for read, write, and execute permissions.

**Default value**

660 (Owner and Group have read and write access only)

**Campaign | unicaACOOptAdmin**

These configuration properties define settings for the unicaACOOptAdmin tool.

**getProgressCmd****Description**

Specifies a value that is used internally. Do not change this value.

**Default value**

optimize/ext\_optimizeSessionProgress.do

**Valid Values**

optimize/ext\_optimizeSessionProgress.do

## **runSessionCmd**

### **Description**

Specifies a value that is used internally. Do not change this value.

### **Default value**

optimize/ext\_runOptimizeSession.do

### **Valid Values**

optimize/ext\_runOptimizeSession.do

## **loggingLevels**

### **Description**

The loggingLevels property controls the amount of detail written to the log file for the Optimize command-line tool, based on severity. Available levels are LOW, MEDIUM, HIGH, and ALL, with LOW providing the least detail (that is, only the most severe messages are written). The ALL level includes trace messages and is intended primarily for diagnostic purposes.

### **Default value**

HIGH

### **Valid Values**

LOW | MEDIUM | HIGH | ALL

## **cancelSessionCmd**

### **Description**

Specifies a value that is used internally. Do not change this value.

### **Default value**

optimize/ext\_stopOptimizeSessionRun.do

### **Valid Values**

optimize/ext\_stopOptimizeSessionRun.do

## **logoutCmd**

### **Description**

Specifies a value that is used internally. Do not change this value.

### **Default value**

optimize/ext\_doLogout.do

### **Valid Values**

optimize/ext\_doLogout.do

## **getProgressWaitMS**

### **Description**

Set this value to the number (integer) of milliseconds between two successive polls to the web application to get progress information. This value is not used if you do not set getProgressCmd.

### **Default value**

1000

#### **Valid Values**

An integer greater than zero

---

## **Distributed Marketing configuration properties**

This section describes the Distributed Marketing configuration properties on the configuration page. Additional configuration properties exist in XML files located under the Distributed Marketing installation directory.

### **Navigation**

#### **welcomePageURI**

##### **Description**

The Uniform Resource Identifier of the Distributed Marketing index page. You should not change this value.

##### **Default Value**

affiniumcollaborate.jsp?cat=home

#### **projectDetailpageURI**

##### **Description**

The Uniform Resource Identifier of the Distributed Marketing detail page. You should not change this value.

##### **Default Value**

uapprojectservlet?cat=projectabs&projecttype=CORPORATE&projectid=

#### **seedName**

##### **Description**

Used internally by the Marketing Operations applications. You should not change this value.

##### **Default Value**

Collaborate

#### **type**

##### **Description**

Used internally by the Marketing Operations applications. You should not change this value.

##### **Default Value**

Collaborate

#### **httpPort**

##### **Description**

The port number used by the application server for connections to the Distributed Marketing application.

##### **Default Value**

7001

## **httpsPort**

### **Description**

The port number used by the application server for secure connections to the Distributed Marketing application.

### **Default Value**

7001

## **serverURL**

### **Description**

The URL of the Distributed Marketing installation.

### **Default Value**

http://localhost:7001/collaborate

## **displayName**

### **Description**

Used internally.

### **Default Value**

Distributed Marketing

## **timeout\_redirection**

### **Description**

Timeout URL displays. The Distributed Marketing logout page is displayed if empty.

### **Default Value**

No default value is defined.

## **Configuration Settings**

### **serverType**

#### **Description**

The type of web application server you are using. The valid values are WEBLOGIC or WEBSPHERE.

#### **Default value**

### **userManagerSyncTime**

#### **Description**

Time in Milliseconds to sync with Marketing Platform. The default value is equivalent to 3 hours.

#### **Default value**

10800000

### **firstMonthInFiscalYear**

#### **Description**

The first month in the fiscal year. The default is 0 for January.

#### **Default value**

0

## **systemUserLoginName**

### **Description**

The login name of a Marketing Platform user to be used for system tasks (for example, the system task monitor or the scheduler). IBM strongly recommends that the system user is not a normal Distributed Marketing user.

### **Default value**

[CHANGE-ME]

## **searchModifiedTasksForSummaryFrequencyInSeconds**

### **Description**

How often, in seconds, to search for changes in task executions in order to refresh the Summary tab.

### **Default value**

10

## **collaborateFlowchartStatusPeriod**

### **Description**

The period in milliseconds between two flowchart status checks.

### **Default value**

100000

## **collaborateFlowchartStatusPeriodRunning**

### **Description**

The period in milliseconds between two flowchart status checks when the flowchart is running.

### **Default value**

2000

## **enableEditProjectCode**

### **Description**

If set to true, you can edit the List Code when on the Summary page of the New List wizard. If set to false, you cannot edit the List Code.

### **Default value**

TRUE

### **Valid value**

TRUE | FALSE

## **minimumDelayForExecutionMonitoring**

### **Description**

Optional. Defines the minimum delay, in seconds, for an execution before it appears on the Flowcharts Run Monitoring page.

**Default value**

10800

**validateAllWizardSteps****Description**

Determines whether Distributed Marketing checks required fields on non-visited wizard steps. Use this parameter to change behavior that occurs after you click Finish in the project wizard:

- **true:** Distributed Marketing checks all required fields on all non-visited wizard steps (except workflow, tracking, attachments) when creating a project using the wizard. If there are any required fields that are blank, the wizard jumps to that page and displays an error message.
- **false:** Distributed Marketing does not check required fields on non-visited wizard steps.

**Note:** Distributed Marketing automatically checks the current page for blank requirement fields. This parameter controls whether Distributed Marketing checks all pages for blank required fields after you click Finish.

**Default value**

TRUE

**Valid value**

TRUE | FALSE

**Attachments****collaborateModeForAttachments****Description**

Distributed Marketing can get the attachments generated by flowchart execution from the Campaign server through the following modes:

- Directory (the default)
- HTTP
- FTP
- TFTP
- SFTP

**Default value**

true

**Valid value**

TRUE | FALSE

**collaborateAttachmentsDIRECTORY\_directory****Description**

Indicates the address in the Campaign server where Distributed Marketing takes the attachments if the mode is set to Directory, the default.

**Default value**

\Affinium\Campaign\partitions\partition1

### **collaborateAttachmentsDIRECTORY\_deletefile**

#### **Description**

The value true indicates that the original files will be deleted after copy.  
The default is false if the mode is set to Directory.

#### **Default value**

false

#### **Valid value**

TRUE | FALSE

### **collaborateAttachmentsFTP\_server**

#### **Description**

Indicates the server where Distributed Marketing takes the attachments if the mode is set to FTP.

#### **Default value**

No default value defined.

### **collaborateAttachmentsFTP\_username**

#### **Description**

Optional. Indicates the username to login on FTP server where Distributed Marketing takes the attachments if the parameter collaborateModeForAttachments is FTP.

#### **Default value**

No default value defined.

### **collaborateAttachmentsFTP\_password**

#### **Description**

Optional. Indicates the password to login on FTP server where Distributed Marketing takes the attachments if the parameter collaborateModeForAttachments is FTP.

#### **Default value**

No default value defined.

### **collaborateAttachmentsFTP\_account**

#### **Description**

Optional. Indicates the account to login on FTP server where Distributed Marketing takes the attachments if the parameter collaborateModeForAttachments is FTP.

#### **Default value**

No default value defined.

### **collaborateAttachmentsFTP\_directory**

#### **Description**

Optional. Indicates the directory on the FTP server from where Distributed Marketing takes the attachments if the parameter

collaborateModeForAttachments is FTP. Accepts the relative path of the directory with respect to FTP default directory from where Distributed Marketing can get the attachments for the Windows operating system.

**Default value**

No default value defined.

**collaborateAttachmentsFTP\_transfertype**

**Description**

Optional. Indicates the file transfer type on FTP server used by Distributed Marketing to get the attachments if the parameter collaborateModeForAttachments is FTP. The value can be ASCII or BINARY. The default is ASCII.

**Default value**

No default value defined.

**collaborateAttachmentsFTP\_deletefile**

**Description**

Optional. The value true indicates that the original files will be deleted after copy. The default is false if the parameter collaborateModeForAttachments is HTTP.

**Default value**

No default value defined.

**collaborateAttachmentsHTTP\_url**

**Description**

Indicates the HTTP URL where Distributed Marketing takes the attachments if the parameter collaborateModeForAttachments is HTTP.

**Default value**

No default value defined.

**collaborateAttachmentsHTTP\_deletefile**

**Description**

Optional. The value true indicates that the original files will be deleted after copy. The default is false if the parameter collaborateModeForAttachments is HTTP.

**Default value**

No default value defined.

**collaborateAttachmentsTFTP\_server**

**Description**

Indicates the server where Distributed Marketing takes the attachments if the parameter collaborateModeForAttachments is TFTP.

**Default value**

No default value defined.



### **collaborateAttachmentsTFTP\_port**

#### **Description**

Optional. Indicates the port where Distributed Marketing takes the attachments if the parameter collaborateModeForAttachments is TFTP.

#### **Default value**

69

### **collaborateAttachmentsTFTP\_transfertype**

#### **Description**

Optional. Indicates the file transfer type on the server used by Distributed Marketing to get the attachments if the parameter collaborateModeForAttachments is TFTP. The valid values are ASCII or BINARY. The default is ASCII.

#### **Default value**

No default value defined.

### **collaborateAttachmentsSFTP\_server**

#### **Description**

SFTP server name (or IP).

#### **Default value**

No default value defined.

### **collaborateAttachmentsSFTP\_port**

#### **Description**

Optional. FTP server port.

#### **Default value**

22

### **collaborateAttachmentsSFTP\_username**

#### **Description**

Username to login to SFTP server.

#### **Default value**

No default value defined.

### **collaborateAttachmentsSFTP\_password**

#### **Description**

Optional. The SFTP password to login to the SFTP server. It is used if it is needed by the server, and if usepassword=true.

#### **Default value**

No default value defined.

### **collaborateAttachmentsSFTP\_usekey**

#### **Description**

Optional. Use private key file for authenticate user.

#### **Default value**

false

#### **Valid values**

TRUE | FALSE

### **collaborateAttachmentsSFTP\_keyfile**

#### **Description**

Optional. SFTP key file name (used if it is needed by the server, and if usekey=true) to login on SFTP server.

#### **Default value**

No default value defined.

### **collaborateAttachmentsSFTP\_keypassphrase**

#### **Description**

SFTP passphrase to login on SFTP server. It is used if it is needed by the server, and if usekey=true.

#### **Default value**

No default value defined.

### **collaborateAttachmentsSFTP\_knownhosts**

#### **Description**

Optional. File name for known hosts (used if it is needed by server).

#### **Default value**

No default value defined.

### **collaborateAttachmentsSFTP\_directory**

#### **Description**

Optional. Accepts the relative path of the directory with respect to the FTP default directory from where Distributed Marketing can get the attachments for the Windows operating system.

#### **Default value**

No default value defined.

### **collaborateAttachmentsSFTP\_deletefile**

#### **Description**

Optional. Deletes original file after copy, if possible.

#### **Default value**

false

#### **Valid values**

TRUE | FALSE

### **mergeEnabled**

#### **Description**

Determines whether the merge of documents will be enabled:

- true: the merge is enabled (default).
- false: the merge is disabled.

#### **Default value**

true

#### **Valid values**

TRUE | FALSE

### **mergeFullWritePath**

#### **Description**

When the merge feature is enabled, this parameter specifies the full path to the merged data file on the local machine.

#### **Default value**

c:/temp

### **mergeDataLimitSize**

#### **Description**

Indicates the upper limit for the size of the data to merge in Microsoft Word. The size is specified in rows (for example, a value of 100 indicates that the merged file cannot contain more than 100 rows). That is, if the number of rows in the file is greater than the value of this parameter, merge is not enabled for this file.

#### **Default value**

1000

### **upload\_allowedFileTypes**

#### **Description**

Indicates the types of files that can be uploaded in Distributed Marketing.

#### **Default value**

doc ppt xls pdf gif jpeg png mpp

### **upload\_fileMaxSize**

#### **Description**

Indicates the limit on the maximum size of the file that can be uploaded.

#### **Default value**

5000000

### **Attachment Folders**

#### **uploadDir**

#### **Description**

The full path to the Distributed Marketing upload directories. Edit this path to include the full path to the Distributed Marketing upload directories. For example, c:\Unica\DistributedMarketing\projectattachments. If you are using UNIX, confirm that Distributed Marketing users have permission to read, write, and execute files in this directory.

**Default value**

projectattachments

**taskUploadDir**

**Description**

The full path to the Distributed Marketing task upload directories. Edit this path to include the full path to the Distributed Marketing upload directories. For example, c:\Unica\DistributedMarketing\taskattachments. If you are using UNIX, confirm that Distributed Marketing users have permission to read, write, and execute files in this directory.

**Default value**

taskattachments

**Campaign Integration**  
**defaultCampaignPartition**

**Description**

The default Campaign partition. Distributed Marketing uses this parameter if you do not define the <campaign-partition-id> tag in a project template file.

**Default value**

partition1

**defaultCampaignFolderId**

**Description**

The default Campaign folder ID. Distributed Marketing uses this parameter if you do not define the <campaign-folder-id> tag in a project template file.

**Default value**

2

**Datasource**  
**jndiName**

**Description**

Datasource name for Distributed Marketing database.

**Default value**

collaborateds

**asmJndiName**

**Description**

Datasource name for Marketing Platform database, and is used only to synchronize users.

**Default value**

UnicaPlatformDS

**Flowchart  
enableFlowchartPublishEvent**

**Description**

Specifies whether Distributed Marketing receives events sent by Campaign when a flowchart is published.

**Default value**

True

**flowchartRepublishOverwriteUserVarPrompt**

**Description**

Specifies whether the User Variable prompt is overwritten when a flowchart is republished.

**Default value**

False

**flowchartRepublishOverwriteProcParamPrompt**

**Description**

Specifies whether the Process Parameter prompt is overwritten when a flowchart is republished.

**Default value**

False

**flowchartServiceCampaignServicesURL**

**Description**

The URL to the CampaignServices web service that should be used to run flowcharts, get flowchart data, and so on.

**Note:** Do not change the default value for this parameter unless Campaign is installed on a different machine or port than Distributed Marketing.

**Default value**

http://[server-name]:[server-port]/Campaign/services/  
CampaignServices30Service

**flowchartServiceCampaignServicesTimeout**

**Description**

The number of milliseconds Distributed Marketing waits for communications with the Campaign services before issuing a timeout error.

**Default value**

600000

## **flowchartServiceNotificationServiceURL**

### **Description**

The URL to Distributed Marketing's notification service that receives notifications from Campaign.

**Note:** If you use a nonstandard context root, you must specify this parameter.

### **Default value**

http://[server-name]:[server-port]/collaborate/  
flowchartRunNotifyServlet

## **flowchartServiceCampaignServicesAuthorizationLoginName**

### **Description**

A Campaign user with administrative permissions, including access to all data sources, for example, asm\_admin.

### **Default value**

[CHANGE-ME]

## **flowchartServiceScheduleServices10Timeout**

### **Description**

The number of milliseconds Distributed Marketing waits for communications with the Marketing Platform scheduler before issuing a timeout error.

### **Default value**

600000

## **flowchartServiceScheduleServices10MaxRetries**

### **Description**

The number of times Distributed Marketing attempts to connect with the Marketing Platform scheduler before issuing an error.

### **Default value**

3

## **flowchartServiceScheduleServices10RetryPollPeriod**

### **Description**

The number of seconds Distributed Marketing waits before attempting to communicate with the Marketing Platform scheduler again.

### **Default value**

60

## **flowchartServiceScheduleServices10ThrottleType**

### **Description**

The types of throttling for scheduled flowchart runs. The valid values are

- 0: no throttling (throttle value is ignored)

- 1: throttle per flowchart instance
- 2: throttle all flowcharts (default)

**Default value**

2

**flowchartServiceScheduleServices10ThrottleValue**

**Description**

The maximum number of scheduled flowcharts or flowchart instances that can be run at one time.

**Default value**

10

**flowchartServiceSchedulerMonitorPollPeriod**

**Description**

Optional. Defines the approximate time, in seconds, for the scheduler monitor to sleep between polls.

**Default value**

10

**flowchartServiceSchedulerMonitorRemoveSize**

**Description**

Optional. Sets the number of jobs to try to remove from the queue in one shot. The scheduler monitor continues removing events from the event queue in increments specified by this value until none are left.

**Default value**

10

**flowchartServiceIsAliveMonitorTimeout**

**Description**

The duration, in seconds, to wait between the start of the flowchart execution and the periodic queries to Campaign of the isAlive monitor.

**Default value**

900

**flowchartServiceIsAliveMonitorMaxRetries**

**Description**

The maximum number of queries which are sent to Campaign by the isAlive monitor before throwing a flowchart execution error.

**Default value**

10

**flowchartServiceIsAliveMonitorPollPeriod**

**Description**

The time, in seconds, to wait between queries made by the isAlive monitor to Campaign.

**Default value**

600

**History**

**enableRevisionHistoryPrompt**

**Description**

Ensures that users are prompted to add charge comments when saving a project or request or approval.

**Default value**

false

**Valid values**

TRUE | FALSE

**runHistoryKeep\_LIST**

**Description**

Number of run history records to keep for a LIST project. If the value is <=0, Distributed Marketing keeps all run history records.

**Default value**

-1

**runHistoryKeep\_LOCAL**

**Description**

Number of run history records (for a List or Campaign flowchart) to keep a local project. If the value is <=0, Distributed Marketing keeps all run history records.

**Default value**

-1

**runHistoryKeep\_CORPORATE**

**Description**

Number of run history records (for each run flowchart task) to keep for a corporate project. If the value is <=0, Distributed Marketing keeps all run history records.

**Default value**

-1

**Listing Pages**

**listItemsPerPage**

**Description**

Specifies how many items (rows) to be displayed in one list page. This value should be greater than 0.

**Default value**



**listPageGroupSize****Description**

Specifies the size of visible page numbers in the list navigator in the list page. For example, pages 1-5 is a page group. This value should be greater than 0.

**Default value**

5

**maximumItemsToBeDisplayedInCalendar****Description**

The maximum number of objects the system displays on calendars. Use this parameter to restrict users' view of calendars to a specific number of objects. The setting of 0, the default, indicates that there is no restriction.

**Default value**

0

**List Manager****listManagerEnabled****Description**

Optional. Determines whether marketers can view the List Manager section on the Summary tab:

- true: the List Manager section displays (default)
- false: hides the List Manager section

If you disable the List Manager, you do not need to configure the List Manager configuration files.

**Note:** The data source to the List Manager table must be active to update the list size after generation.

**Default value**

true

**Valid values**

TRUE | FALSE

**listManagerSearchscreenMaxrow****Description**

Indicates the maximum number of rows that will be returned on the search screen.

**Default value**

1000

**listManagerListPageSize****Description**

The number of rows displayed on a page in List Manager.

**Default value**

20

**listManagerListsMaxrow****Description**

The maximum number of rows displayed in a list.

**Default value**

10000

**listManagerResetToValidatelsAllowed\_list****Description**

By default, when this property is set to `false`, you have the following actions when validating proposed contacts from a List:

- To Validate > Approved
- To Validate > Removed
- Added > Removed
- Approved > Removed
- Removed > Approved

If you set this property to `true`, you can also reset a selection if you made an error with the addition of the following actions:

- Removed > To Validate
- Approved > To Validate

**Default value**

`false`

**Valid values**

TRUE | FALSE

**listManagerResetToValidatelsAllowed\_local****Description**

By default, when this property is set to `false`, you have the following actions when validating proposed contacts from an On-demand Campaign.

- To Validate > Approved
- To Validate > Removed
- Added > Removed
- Approved > Removed
- Removed > Approved

If you set this property to `true`, you can also reset a selection if you made an error with the addition of the following actions:

- Removed > To Validate
- Approved > To Validate

**Default value**

`false`

**Valid values**

TRUE | FALSE

### **listManagerResetToValidateIsAllowed\_corporate**

#### **Description**

By default, when this property is set to false, you have the following actions when validating proposed contacts from a Corporate Campaign list:

- To Validate > Approved
- To Validate > Removed
- Added > Removed
- Approved > Removed
- Removed > Approved

If you set this property to true, you can also reset a selection if you made an error with the addition of the following actions:

- Removed > To Validate
- Approved > To Validate

#### **Default value**

false

#### **Valid values**

TRUE | FALSE

### **Lookup Cleanup**

#### **lookupCleanupMonitorStartDay**

#### **Description**

Indicates the day when the unused lookup tables or views are automatically cleaned up. The parameter takes week days in terms of counts, such as Sunday = 1, Monday = 2, etc. The frequency is weekly.

#### **Default value**

2

#### **lookupCleanupMonitorStartTime**

#### **Description**

Indicates the time when the unused lookup tables or views are automatically cleaned up. The frequency is weekly.

#### **Default value**

09:30 am

### **Notifications**

#### **notifyCollaborateBaseURL**

#### **Description**

The URL for Distributed Marketing. Edit this URL by entering the computer name where you installed Distributed Marketing and the port number you want to use.

#### **Default value**

http://[server-name]:[server-port]/collaborate/  
affiniumcollaborate.jsp

### **notifyDelegateClassName**

#### **Description**

Optional. Specifies the fully qualified Java class name of the delegate implementation to be installed by the service.

#### **Default value**

No default value defined.

### **notifyIsDelegateComplete**

#### **Description**

Indicates that the delegate implementation is complete.

#### **Default value**

true

#### **Valid values**

TRUE | FALSE

### **notifyEventMonitorStartTime**

#### **Description**

Optional. Time to start the event monitor formatted according to the `java.text.DateFormat` class for the current locale, `SHORT` version. For example, in US English, the valid string is `HH:MM A/PM`. The default is set to start immediately after the monitor is created.

#### **Default value**

No default value defined.

### **notifyEventMonitorPollPeriod**

#### **Description**

Optional. Defines the approximate time, in seconds, for the event monitor to sleep between polls.

#### **Default value**

33

### **notifyEventMonitorRemoveSize**

#### **Description**

Optional. Defines the number of events to try to remove from queue in one shot.

#### **Default value**

10

#### **Email:**

### **notifySenderAddressOverride**

#### **Description**

Optional. Email address to use for the REPLY-TO and FROM email addresses for notifications. By default, the event number owner's email address is used. If this parameter is not declared or an empty email address is provided, the default addresses are used.

#### **notifyEmailMonitorJavaMailSession**

##### **Description**

Optional. Specifies the JNDI name of an existing initialized JavaMail Session to use for email notifications.

##### **Default value**

No default value defined.

#### **notifyEmailMonitorJavaMailHost**

##### **Description**

The machine name or IP address of your organization's SMTP server.

##### **Default value**

[none]

#### **notifyEmailMonitorJavaMailProtocol**

##### **Description**

Optional. Mail server transport protocol to use for email notifications.

##### **Default value**

smtp

#### **notifyDefaultSenderEmailAddress**

##### **Description**

A valid email address for Distributed Marketing to use to send emails when there is otherwise no valid email address available to send notification emails.

##### **Default value**

[CHANGE-ME]

#### **notifyEmailMonitorStartTime**

##### **Description**

Optional. The time to start the email monitor formatted according to the `java.text.DateFormat` class for the current locale, SHORT version. For example, in US English, the valid string is HH:MM A/PM. The default is set to start immediately after monitor is created.

##### **Default value**

No default value defined.

#### **notifyEmailMonitorPollPeriod**

##### **Description**

Optional. Defines the approximate time, in seconds, for the email monitor to sleep between polls.

**Default value**

60

**notifyEmailMonitorRemoveSize****Description**

Optional. Defines the number of events to try to remove from queue in one shot.

**Default value**

10

**notifyEmailMonitorMaximumResends****Description**

Optional. Maximum number of times to try to resend an email after send problems are detected.

**Default value**

1440

**emailMaximumSize****Description**

Maximum size, in bytes, of an email.

**Default value**

2000000

**Project:****notifyProjectAlarmMonitorStartTime****Description**

Optional. Time to start the project alarm monitor. If not set, it will start immediately after the monitor is created.

**Default value**

10:00 pm

**notifyProjectAlarmMonitorPollPeriod****Description**

Optional. Defines approximate time, in seconds, for the project alarm monitor to sleep between polls.

**Default value**

86400

**notifyProjectAlarmMonitorScheduleStartCondition****Description**

Optional. The number of days before a project's start date when Distributed Marketing should start sending start notifications to users. If a project is pending and its start date is within the condition number of days

in the future, a PROJECT\_SCHEDULED\_START notification will be sent out to the appropriate users. If the value is -1, then this condition is not checked for.

**Default value**

1

**notifyProjectAlarmMonitorScheduleEndCondition**

**Description**

Optional. The number of days before a project's end date when Distributed Marketing should start sending notifications to users. If a project is active and its end date is within the condition number of days in the future, a PROJECT\_SCHEDULED\_END notification will be sent out to the appropriate users. If the value is -1, then this condition is not checked for.

**Default value**

3

**notifyProjectAlarmMonitorScheduleCutoffCondition**

**Description**

Optional. The number of days to start notifying users that a project is scheduled to be enclosed. If a project is active and its cutoff date is within the condition number of days in the future, a CORPORATE\_CAMPAGN\_TO\_REVIEW notification will be sent out to the appropriate users. If the value is -1, then this condition is not checked for.

**Default value**

3

**notifyProjectAlarmMonitorTaskScheduledStartCondition**

**Description**

Optional. The number of days before a task's start date when Distributed Marketing should start sending notifications to users. If a task is pending and its start date is within the condition number of days in the future, a TASK\_SCHEDULED\_START notification will be sent out to the appropriate users. If the value is -1, then this condition is not checked for.

**Default value**

1

**notifyProjectAlarmMonitorTaskScheduledEndCondition**

**Description**

Optional. The number of days before a task's start date when Distributed Marketing should start sending notifications to users that a task did not start. If a task is active and its end date is within the condition number of days in the future, a TASK\_SCHEDULED\_END notification will be sent out to the appropriate users. If the value is -1, then this condition is not checked for.

**Default value**

3

## **notifyProjectAlarmMonitorTaskLateCondition**

### **Description**

Optional. The number of days after a task's start date when Distributed Marketing should start sending notifications to users that a task did not start. If a task is pending and its scheduled start date is within the condition number of days in the past, a TASK\_LATE notification will be sent out to the appropriate users. If the value is -1, then this condition is not checked for.

### **Default value**

3

## **notifyProjectAlarmMonitorTaskOverdueCondition**

### **Description**

Optional. The number of days after a task's end date when Distributed Marketing should be notifying users that a task did not finish. If a task is active and its scheduled end date is within the condition number of days in the past, a TASK\_OVERDUE notification will be sent out to the appropriate users. If the value is -1, then this condition is not checked for.

### **Default value**

3

## **notifyProjectAlarmMonitorTaskScheduledMilestoneCondition**

### **Description**

Optional. The number of days before a task milestone's start date when Distributed Marketing should start sending notifications to users. If a milestone task is active and its scheduled end date is within the condition number of days in the future, a TASK\_SCHEDULED\_MILESTONE notification will be sent out to the appropriate users. If the value is -1, then this condition is not checked for.

### **Default value**

1

## **System Task:**

### **systemTaskMonitorStartTime**

### **Description**

Optional. The time to start the system task monitor.

- If this parameter contains a value (for example, 11:00 pm), this is the start time for the task monitor to start.
- If this parameter is undefined, the monitor starts immediately after it is created.

### **Default value**

3

## **systemTaskMonitorPollPeriod**

### **Description**

Optional. The duration, in seconds, for the system task monitor to sleep between polls.



**Default value**

3600

**Performance****commonDataAccessLayerFetchSize****Description**

This parameter is a performance optimization that sets the batch size of some performance-sensitive queries. The fetch size is used to determine how many records in the result set are returned to the application at one time.

**Default value**

500

**commonDataAccessLayerMaxResultSetSize****Description**

This parameter crops all list page results that are longer than the specified value.

**Default value**

1000

**ssdorSearchResultLimit****Description**

The maximum number of rows returned by SSDOR Search Screen. Increasing this number to a high value may degrade performance.

**Default value**

500

**Readonly Lookup Tables****lookupTableName****Description**

Optional. Read-only lookup table names. The lookup table may not be updated in the Form Editor, and is allowed as a wildcard at the end of lookup table names.

**Default value****Reports****reportsAnalysisSectionHome****Description**

Indicates the home directory for the Analysis Section reports.

**Default value**

/content/folder[@name='Affinium Collaborate']

**reportsAnalysisTabHome****Description**

Indicates the home directory for the object (Corporate Campaign, List, or On-demand Campaign) Analysis Tab reports.

**Default value**

`/content/folder[@name='Affinium Collaborate - Object Specific Reports']`

**reportsAnalysisCorporateSectionHome**

**Description**

Indicates the home directory for the corporate marketer Analysis Section reports.

**Default value**

`/content/folder[@name='Affinium Collaborate']`

**reportsAnalysisCorporateTabHome**

**Description**

Indicates the home directory for corporate marketer object (Corporate Campaign, List, or On-Demand Campaign) Analysis Tab reports.

**Default value**

`/content/folder[@name='Affinium Collaborate - Object Specific Reports']/folder[@name='Corporate Marketer']`

**reportsAnalysisFieldMarketerSectionHome**

**Description**

Indicates the home directory for the field marketers Analysis Section reports.

**Default value**

`/content/folder[@name='Affinium Collaborate']/folder[@name='Field Marketer']`

**reportsAnalysisFieldTabHome**

**Description**

Indicates the home directory for the field marketer object (Corporate Campaign, List, or On-Demand Campaign) Analysis tab reports.

**Default value**

`/content/folder[@name='Affinium Collaborate - Object Specific Reports']/folder[@name='Field Marketer']`

**Siblings**  
**siblingService**

**Description**

Optional. Used to build links to other Distributed Marketing instances to propagate events.

**Default value**

`http://[server-name]:[server-port]/collaborate/services/CollaborateIntegrationServices/1.0`

## **Templates**

### **templatesDir**

#### **Description**

The directory that contains all your templates. As a best practice, set this to the full path to IBM-Home\DistributedMarketing\templates.

#### **Default value**

templates

### **projectTemplatesFile**

#### **Description**

The specified file describes the various sort of projects: List, On-Demand, and Corporate Campaign.

#### **Default value**

project\_templates.xml

### **templateAutoGenerateNameEnabled**

#### **Description**

Indicates if template name for new template must be generated or not.

#### **Default value**

true

#### **Valid values**

TRUE | FALSE

### **defaultListTableDSName**

#### **Description**

Used to assign datasource name for templates while importing template if datasource name is not defined.

#### **Default value**

ACC\_DEMO

### **templateAdminGroup\_Name**

#### **Description**

Specifies multiple groups. Users belonging to these groups will have access to template configuration links in Distributed Marketing. Groups with the same name must exist in the Marketing Platform. Multiple groups should be separated by commas.

#### **Default value**

Template Administrators

## **Workflow**

### **daysInPastRecentTask**

#### **Description**

How many days in the past Distributed Marketing looks for recent tasks.

#### **Default value**

14

### **daysInFutureUpcomingTasks**

#### **Description**

How many days in the future Distributed Marketing looks for recent tasks.

#### **Default value**

14

### **beginningOfDay**

#### **Description**

Indicates the beginning hour of the working day (valid values are 0-12, representing midnight to noon). This setting is used to calculate the date-times in workflows when using fractional durations.

#### **Default value**

9

### **numberOfHoursPerDay**

#### **Description**

Indicates the number of hours per day (valid values are 1-24). The default indicates a standard, 8-hour work day. This setting is used to calculate the date-times in workflows when using fractional durations.

#### **Default value**

8

### **automaticallyRestartFailedRecurrentTasks**

#### **Description**

Decides whether to automatically restart the failed recurrent tasks. If the value of parameter is set to false, users will have to manually update the failed task status to Pending either from workflow or from post-task update pop. The schedule will pick up only those tasks for execution which are in pending state.

If the value is set to true, no manual intervention will be required to restart this task.

#### **Default value**

true

#### **Valid values**

TRUE | FALSE

## **projectWorkflowRefreshPeriodInSeconds**

### **Description**

System-wide workflow refresh period, in seconds.

### **Default value**

180



---

## Appendix B. Style Guide for the Cognos Reports

The IBM Cognos reporting integration components include a global report stylesheet, `GlobalReportStyles.css`. When you create new IBM Cognos reports for your IBM Unica applications, your reports should use the styles from this css file with some additional manual formatting. That way the styles in the new reports match those used by the reports provided in the IBM Unica reports packages.

This appendix provides the following information for the various kinds of reports (lists, charts, and so on).

- The styles implemented with the `GlobalReportStyles.css` file.
- Style formatting is something that you must do manually when you author a report, because there are certain cases in which the style cannot be provided by the stylesheet.

---

### Global report styles

| Item                           | CSS class name | Style                                                                                                                                                                                                                                                                         |
|--------------------------------|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| General font family            | pg, pp         | font-family: Arial, ...                                                                                                                                                                                                                                                       |
| Report title                   | ta             | font-size: 10pt;                                                                                                                                                                                                                                                              |
| Page – Header                  | ph             | padding-bottom:10px;<br><br>font-size:8pt;<br><br>font-weight:bold;                                                                                                                                                                                                           |
| Page – Footer                  | pf             | padding-top:10px;<br><br>font-size:8pt;<br><br>font-weight:bold;                                                                                                                                                                                                              |
| Field Set Labels               | fs             | font-size:8pt;                                                                                                                                                                                                                                                                |
| Table                          | tb             | border-collapse:collapse                                                                                                                                                                                                                                                      |
| Table - List Column Title Cell | lt             | text-align:left;<br><br>background-color:#F2F2F2;<br>/*light grey*/<br><br>font-weight:bold;<br><br>border-top:1px solid silver;<br><br>border-left:1px solid silver;<br><br>border-bottom:1.5pt solid black;<br><br>border-right:1px solid silver;<br><br>padding-top: 13px; |

| Item                            | CSS class name              | Style                                                                                                                                                                                                                                      |
|---------------------------------|-----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Table - List Column Body Cell   | lc, lm                      | border:1px solid silver;                                                                                                                                                                                                                   |
| Table – Outer header            | oh                          | background-color:#FFFFCC;<br>/*light yellow*/                                                                                                                                                                                              |
| Table – List Footer             | of, os                      | border-top:1.5pt solid black;                                                                                                                                                                                                              |
| Crosstab                        | xt                          | border-collapse:collapse;                                                                                                                                                                                                                  |
| Crosstab – Default Measure Cell | xm                          | border-top:1px solid silver;<br><br>border-left:1px solid silver;<br><br>border-bottom:1.5pt solid black;<br><br>border-right:1.5pt solid black;                                                                                           |
| Crosstab – Member Label Cell    | ml                          | background-color:transparent;<br><br>border:1px solid silver;                                                                                                                                                                              |
| Crosstab – Outer Level Total    | ol                          | background-color:#F7F7F7;<br>/*offwhite*/                                                                                                                                                                                                  |
| Crosstab – Spacer               | xs                          | background-color:transparent;<br><br>font-weight: bold;                                                                                                                                                                                    |
| Chart                           | ch                          | border:1pt solid #E4E4E4;                                                                                                                                                                                                                  |
| Chart – Title                   | ct                          | font-size:10pt;<br><br>font-weight:bold;                                                                                                                                                                                                   |
| Chart – Axis Labels             | al                          | font-size:10pt;                                                                                                                                                                                                                            |
| Chart – Axis Line               | at                          | color:#939393;                                                                                                                                                                                                                             |
| Chart - Gradient                | In XML Report Specification | Before the closing chart tag (</combinationChart>) in the XML Report Specification, paste the following:<br><br><fillEffects><br><br><chartGradient<br>direction="up"<br>fromColor="#F2F2F2"<br>toColor="#FFFFFF" /><br><br></fillEffects> |



| Item                  | CSS class name              | Style                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|-----------------------|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Chart – Chart Palette | In XML Report Specification | <p>Before the closing chart tag (&lt;/combinationChart&gt;) in the XML Report Specification, paste the following:</p> <pre> &lt;chartPalette&gt;  &lt;chartColor value="#00508A"/&gt;  &lt;chartColor value="#376C37"/&gt;  &lt;chartColor value="#FB9A4D"/&gt;  &lt;chartColor value="#B8351F"/&gt;  &lt;chartColor value="#69817B"/&gt;  &lt;chartColor value="#473E9A"/&gt;  &lt;chartColor value="#5384AE"/&gt;  &lt;chartColor value="#61C2A3"/&gt;  &lt;chartColor value="#FF5656"/&gt;  &lt;chartColor value="#A583BB"/&gt;  &lt;chartColor value="#506079"/&gt;  &lt;chartColor value="#A0A080"/&gt;  &lt;chartColor value="#F1EDC1"/&gt;  &lt;chartColor value="#A6A6A6"/&gt;  &lt;chartColor value="#818181"/&gt;  &lt;/chartPalette&gt; </pre> |

## Report page styles

| Item | Style      |
|------|------------|
| Text | Arial font |

| Item              | Style          |
|-------------------|----------------|
| Report title text | Arial 10 point |
| Page footer text  | Arial 8 point  |
| Field Set labels  | Arial 8 point  |

---

## List report styles

List reports obtain the following formatting from the `GlobalStyleSheet.css`:

| Item                               | Style                                                                               |
|------------------------------------|-------------------------------------------------------------------------------------|
| Cells                              | 1 px silver line borders (unless otherwise noted)                                   |
| Column header                      | Light gray background; 1.5 pt black line separates column header from rest of table |
| Summary header rows (list headers) | Light yellow background                                                             |
| Total row at bottom                | Dark gray background; 1.5 pt black line separates row from rest of table            |

Additionally, when you create a new list report, do the following to make it match the existing reports:

- Use List Headers (and not List Footers) to display summarizations at the object level.
- Manually right-justify any numbers displayed in List Headers. Unlike List Footers, List Headers are not separated into the outer component and summary component, which use a right-justified style by default. So when summarizing information into a List Header, you must perform this extra step and right-justify the values.
- Optionally add 1.5 pt solid black borders to group columns

Following is a list report that does not use the global styles.

### Example List Report

| Campaign Name                               | Offer Name                             | Number of Offers Given | Unique Recipients | Response Transactions | Unique Responders |
|---------------------------------------------|----------------------------------------|------------------------|-------------------|-----------------------|-------------------|
| Mortgage Multi-Channel Acquisition Campaign | Low Cost Refinance DM                  | 3,973                  | 3,973             | 1,239                 | 1,117             |
|                                             | Low Cost Refinance TM                  | 2,696                  | 2,696             | 875                   | 787               |
| <b>Multi - Wave Campaign</b>                |                                        | <b>18,611</b>          | <b>18,243</b>     | <b>312</b>            | <b>67</b>         |
| Multi - Wave Campaign                       | 15 Pct Off \$75 Direct Mail            | 300                    | 300               |                       |                   |
|                                             | Buy One Get One 50 Pct Off Direct Mail | 300                    | 300               |                       |                   |
|                                             | Money Market Savings                   | 18,011                 | 18,011            | 312                   | 67                |
| <b>Multi-Channel Category Cross-Sell</b>    |                                        | <b>19,672</b>          | <b>19,672</b>     | <b>4,825</b>          | <b>2,541</b>      |
| Multi-Channel Category Cross-Sell           | Bath Dmail                             | 1,552                  | 1,552             | 1,013                 | 417               |
|                                             | Bath Email                             | 2,260                  | 2,260             | 1,281                 | 528               |
|                                             | Clearance Dmail                        | 145                    | 145               | 26                    | 16                |
|                                             | Clearance Email                        | 200                    | 200               | 33                    | 22                |
|                                             | Electronics Dmail                      | 207                    | 207               | 47                    | 30                |
|                                             | Electronics Email                      | 270                    | 270               | 59                    | 39                |
|                                             | Home Care Dmail                        | 71                     | 71                | 20                    | 12                |
|                                             | Home Care Email                        | 92                     | 92                | 22                    | 13                |
|                                             | Home Decor Dmail                       | 4,190                  | 4,190             | 676                   | 446               |
|                                             | Home Decor Email                       | 6,250                  | 6,250             | 931                   | 605               |
|                                             | Juniors Dmail                          | 11                     | 11                |                       |                   |
|                                             | Juniors Email                          | 8                      | 8                 |                       |                   |
|                                             | Kitchen Dmail                          | 62                     | 62                | 9                     | 6                 |
|                                             | Kitchen Email                          | 86                     | 86                | 15                    | 11                |

Following is a list report that uses the global styles.

| Example List Report                          |                                       |                        |                   |                       |                   |
|----------------------------------------------|---------------------------------------|------------------------|-------------------|-----------------------|-------------------|
| Campaign Name                                | Offer Name                            | Number of Offers Given | Unique Recipients | Response Transactions | Unique Responders |
| 1. Retention for High Value Customer - eMail |                                       | 12,756                 | 12,756            | 3,376                 | 3,190             |
| 1. Retention for High Value Customer - eMail | Phone Credit \$30 (English)           | 1,592                  | 1,592             | 420                   | 391               |
|                                              | Phone Credit \$30 (Spanish)           | 1,596                  | 1,596             | 428                   | 396               |
|                                              | PPV - 5 Free (English)                | 4,803                  | 4,803             | 1,262                 | 1,174             |
|                                              | PPV - 5 Free (Spanish)                | 4,763                  | 4,763             | 1,266                 | 1,170             |
| 2. Targeted Acquisition                      |                                       | 8,000                  | 8,000             | 1,601                 | 1,665             |
| 2. Targeted Acquisition                      | Free Webcam/High Speed Internet       | 2,500                  | 2,500             | 432                   | 426               |
|                                              | Gift Certificate Offer                | 2,500                  | 2,500             | 1,169                 | 653               |
| 3. Direct Mail Multi-Wave                    |                                       | 8,337                  | 8,337             | 1,929                 | 1,834             |
| 3. Direct Mail Multi-Wave                    | New Phone Existing Cable - Intnl      | 8,337                  | 8,337             | 1,929                 | 1,834             |
| Association Campaigns                        |                                       | 150                    | 150               | 9                     | 3                 |
| Association Campaigns                        | DM-20 pct off Books                   | 25                     | 25                |                       |                   |
|                                              | DM-20 pct off Education               | 25                     | 25                | 3                     | 1                 |
|                                              | DM-Pharma Donation Match              | 25                     | 25                |                       |                   |
|                                              | EM-20 pct off Books                   | 25                     | 25                |                       |                   |
|                                              | EM-20 pct off Education               | 25                     | 25                | 6                     | 2                 |
|                                              | EM-Pharma Donation Match              | 25                     | 25                |                       |                   |
| Casino Marketing Campaign C000007023         |                                       | 886                    | 886               | 10,523                | 1,994             |
| Casino Marketing Campaign C000007023         | Free Buffet Dinner Offer              | 443                    | 443               | 47                    | 37                |
|                                              | Free Gas Card Offer                   | 443                    | 443               | 10,076                | 1,979             |
| Credit Card Acquisition                      |                                       | 364                    | 364               | 44                    | 16                |
| Credit Card Acquisition                      | Credit Card Offer                     | 364                    | 364               | 44                    | 16                |
| Customer Winback                             |                                       | 3,856                  | 3,856             | 396                   | 149               |
| Customer Winback                             | 15 Pct Off On Purchase \$100+ DM      | 2,961                  | 2,961             |                       |                   |
|                                              | 20 Percent Off Any Single Item Offer  | 895                    | 895               | 396                   | 149               |
| Gaming Re-Activation C000007021              |                                       | 2,458                  | 2,458             | 1,812                 | 353               |
| Gaming Re-Activation C000007021              | Play Multiplex Offer                  | 2,458                  | 2,458             | 1,812                 | 353               |
| Home Equity Cross Sell                       |                                       | 6,941                  | 6,637             | 745                   | 268               |
| Home Equity Cross Sell                       | Free based Home Equity Line of Credit | 662                    | 662               | 6                     | 6                 |

Sample Informational Text  
Aug 13, 2008  
Top Page up Page down Bottom

1

10:55:17 AM

## Crosstab report styles

Crosstab reports obtain the following formatting from the GlobalStyleSheet.css.

| Item                      | Style                                                                |
|---------------------------|----------------------------------------------------------------------|
| Cells                     | Transparent background; 1 px silver line borders                     |
| Measure cell (upper left) | 1.5 pt black line separates the cell from the rest of the crosstable |
| Outer level totals        | Gray/offwhite background                                             |

Additionally, when you create a new list report, do the following to make it match the existing reports.

- Use 1.5 pt black borders to separate summarizations from measures.
- Use 1.5 black borders to group logical column groupings
- General guideline: avoid summarizing both columns and rows in the same report.

Following is a crosstab report that does not use the global styles.

**Example Crosstab Report**

|             | 1                      | 2                 | 3                      | 4                 | 5                      | 6                 | 7                      | 8                 | 9                      |
|-------------|------------------------|-------------------|------------------------|-------------------|------------------------|-------------------|------------------------|-------------------|------------------------|
|             | Number of Offers Given | Unique Recipients | Number of Offers Given | Unique Recipients | Number of Offers Given | Unique Recipients | Number of Offers Given | Unique Recipients | Number of Offers Given |
|             | 1,263                  | 1,263             | 6,941                  | 6,637             | 8,404                  | 7,157             | 8,337                  | 8,337             |                        |
| Cross Sell  | 19,940                 | 19,806            | 24,324                 | 24,324            |                        |                   |                        |                   | 9,563                  |
| Loyalty     | 3,856                  | 3,856             |                        |                   | 4,414                  | 4,414             |                        |                   |                        |
| Retention   | 150                    | 150               |                        |                   | 12,756                 | 12,756            |                        |                   | 23,114                 |
| Acquisition |                        |                   |                        |                   | 13,339                 | 13,339            | 5,000                  | 5,000             |                        |

Following is a crosstab report that uses the global styles and has 1.5 px borders applied to show column groupings.

| Example Cross-tab Report |                     |                    |                     |                    |                     |                    |                     |                    |                     |                    |                     |                    |                     | Enter values manually |                     |                    |        |
|--------------------------|---------------------|--------------------|---------------------|--------------------|---------------------|--------------------|---------------------|--------------------|---------------------|--------------------|---------------------|--------------------|---------------------|-----------------------|---------------------|--------------------|--------|
|                          | 1                   | 2                  | 3                   | 4                  | 5                   | 6                  | 7                   | 8                  | 9                   | 10                 | 11                  | 12                 | 13                  | Total/Monthly         |                     |                    |        |
|                          | Number of<br>Others | Unique<br>Requests | Number of<br>Others | Unique<br>Requests | Number of<br>Others | Unique<br>Requests | Number of<br>Others | Unique<br>Requests | Number of<br>Others | Unique<br>Requests | Number of<br>Others | Unique<br>Requests | Number of<br>Others | Unique<br>Requests    | Number of<br>Others | Unique<br>Requests |        |
|                          | 1,260               | 1,261              | 1,141               | 8,631              | 8,424               | 7,107              | 8,137               | 8,337              |                     |                    | 18,611              | 18,343             |                     | 888                   | 888                 | 41,442             | 43,922 |
| Crash Tot                | 19,942              | 19,988             | 24,124              | 24,124             |                     |                    |                     |                    |                     |                    |                     |                    |                     |                       |                     | 15,837             | 15,867 |
| Locality                 | 1,098               | 1,098              |                     | 4,414              | 4,414               |                    |                     | 9,963              | 9,963               |                    |                     |                    |                     |                       |                     | 10,679             | 10,679 |
| Station                  | 152                 | 152                |                     | 12,750             | 12,768              |                    |                     |                    |                     | 23,514             | 23,514              |                    |                     |                       |                     | 36,829             | 36,829 |
| Acquisition              |                     |                    |                     | 13,338             | 13,339              | 5,000              | 5,000               |                    |                     |                    |                     | 368                | 368                 |                       |                     | 18,763             | 18,826 |

# Chart styles

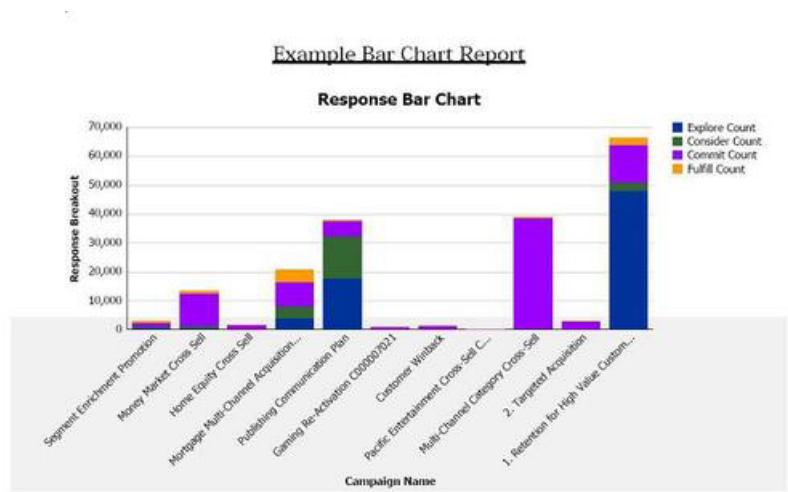
Charts obtain the following formatting from the GlobalStyleSheet.css.

| Item              | Style                  |
|-------------------|------------------------|
| Charts            | 1 pt light gray border |
| Titles and labels | 10 point bold font     |

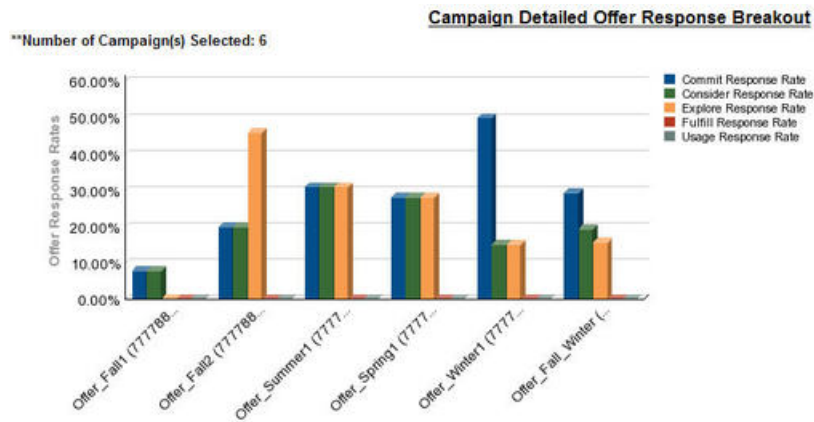
Additionally, when you create a new chart, do the following to make it match the existing chart reports.

- Use the default width, unless there is more than one chart on the report. When you include multiple charts in a single report, set the chart width to 750px.
- To use gradients and color palettes, copy and paste the strings from the table in “Global report styles” on page 491 into the XML report specification.
- General guideline: select the chart type based on the data you expect to be returned.
  - Use line graphs as the chart type only when you can guarantee the report will retrieve continuous data.
  - If there are multiple series, a stacked bar works better than a non-stacked bar.
  - As a best practice, use percentages only when the total percentage equals 100%. Pie charts tend to confuse people when the values do not add up to 100%.
- If there are only two series on a chart and you display both the Y1 and Y2 axes, as a best practice you should match the colors to the first two palette colors for the axis labels.

Following is a chart that does not use the global styles.



Following is a chart that uses the global styles and has additional formatting applied.



## Dashboard report styles

Dashboard reports use the global styles with some manual formatting. Be sure to format reports that will be displayed in the Dashboard according to the following guidelines so they fit properly in Dashboard portlets.

| Item                 | Style                                                                                                                                                   |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| Background color     | Keep background color set to gray (hex value F2F2F2).                                                                                                   |
| Size                 | Specify size by using percentages whenever possible. When sizing with a percentage is not possible, set the size to 323 pixels wide by 175 pixels tall. |
| Subtitles            | Put subtitles on the left side.                                                                                                                         |
| Dates                | Put dates on the right side.                                                                                                                            |
| Legends              | Center legends below the chart.                                                                                                                         |
| Lines in line charts | Display horizontal lines only. Do not display vertical lines.                                                                                           |
| Axis line color      | Keep axis lines set to black.                                                                                                                           |
| Grid line color      | Keep grid lines set to gray (hex value D9D9D9).                                                                                                         |
| Lists (tables)       | Display a maximum of 10 lines.                                                                                                                          |

---

## Appendix C. Reports and Reporting Schemas

The reporting schemas in the Campaign Report Package can be customized in the following ways.

- Add contact or response metrics
- Add custom campaign, offer, or cell attributes
- Add response types
- Configure the audience level for performance reports
- Create reporting schemas for additional audience levels.

The following table maps the individual IBM Cognos 8 BI reports provided in the Campaign Reports Package to the reporting schemas that support them.

|                                              | Campaign Views schema | Campaign Custom Attributes schema | Campaign Performance schema | Offer Performance schema | Campaign Offer Response Breakout | Offer Contact Status Breakout |
|----------------------------------------------|-----------------------|-----------------------------------|-----------------------------|--------------------------|----------------------------------|-------------------------------|
| What If Offer Financial Summary report       | X                     | X                                 |                             | X                        |                                  |                               |
| Campaign Detailed Offer Response Breakout    | X                     |                                   | X                           |                          | X                                |                               |
| Offer Response Breakout, Dashboard version   | X                     |                                   | X                           |                          | X                                |                               |
| Campaign Financial Summary by Offer (Actual) | X                     | X                                 | X                           |                          |                                  |                               |
| Campaign Return on Investment Comparison     | X                     | X                                 | X                           |                          |                                  |                               |
| Campaign Offer Performance by Month          | X                     |                                   | X                           |                          |                                  |                               |
| Campaign Performance Comparison              | X                     |                                   | X                           |                          |                                  |                               |

|                                                     | Campaign Views schema | Campaign Custom Attributes schema | Campaign Performance schema | Offer Performance schema | Campaign Offer Response Breakout | Offer Contact Status Breakout |
|-----------------------------------------------------|-----------------------|-----------------------------------|-----------------------------|--------------------------|----------------------------------|-------------------------------|
| Campaign Response Rate Comparison                   | X                     |                                   | X                           |                          |                                  |                               |
| Campaign Performance Comparison with Revenue        | X                     |                                   | X                           |                          |                                  |                               |
| Campaign Performance Comparison by Initiative       | X                     |                                   | X                           |                          |                                  |                               |
| Campaign Performance Summary by Cell                | X                     |                                   | X                           |                          |                                  |                               |
| Campaign Performance Summary by Cell with Revenue   | X                     |                                   | X                           |                          |                                  |                               |
| Campaign Performance Summary by Cell and Initiative | X                     |                                   | X                           |                          |                                  |                               |
| Campaign Performance Summary by Offer               | X                     |                                   | X                           |                          |                                  |                               |
| Campaign Performance Summary by Offer with Revenue  | X                     |                                   | X                           |                          |                                  |                               |
| Campaign Revenue Comparison by Offer                | X                     |                                   | X                           |                          |                                  |                               |



|                                       | Campaign Views schema | Campaign Custom Attributes schema | Campaign Performance schema | Offer Performance schema | Campaign Offer Response Breakout | Offer Contact Status Breakout |
|---------------------------------------|-----------------------|-----------------------------------|-----------------------------|--------------------------|----------------------------------|-------------------------------|
| Campaign Summary                      | X                     |                                   |                             |                          |                                  |                               |
| Offer Campaign Listings               | X                     |                                   |                             |                          |                                  |                               |
| Offer Performance Metrics             | X                     |                                   |                             | X                        |                                  |                               |
| Offer Performance by Day              | X                     |                                   |                             | X                        |                                  |                               |
| Offer Responses for Last 7 Days       | X                     |                                   |                             | X                        |                                  |                               |
| Offer Performance Comparison          | X                     |                                   |                             | X                        |                                  |                               |
| Offer Response Rate Comparison        | X                     |                                   |                             | X                        |                                  |                               |
| Offer Performance Summary by Campaign | X                     |                                   | X                           | X                        |                                  |                               |

The following reports rely on the standard set of custom contact and response metric attributes that are provided in Campaign:

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

---

## eMessage Reports and Reporting Schemas

The reporting schemas in the eMessage Report Package cannot be customized.

The following table maps the individual IBM Cognos 8 BI reports provided in the eMessage Reports Package to the Unica reporting schemas that support them.

|                              | <b>Mailing Performance Schema</b> |
|------------------------------|-----------------------------------|
| Message Overview report      | X                                 |
| Detailed Link report         | X                                 |
| Detailed Link by Cell report | X                                 |
| Detailed Bounce report       | X                                 |

## Interact Reports and Reporting Schemas

You can customize the reporting schemas in the Interact Report Package in the following ways:

- Specify calendar time periods for performance reports
- Configure the audience level for performance reports
- Create additional performance reporting schemas for additional audience levels

The following table maps the individual IBM Cognos 8 BI reports provided in the Interact Reports Package to the IBM Unica reporting schemas that support them.

|                                                    | <b>Interactive View schema</b> | <b>Interact Performance View schema</b> | <b>Interactive Channel / Campaign Deployment History</b> | <b>Interact Runtime View schema</b> | <b>Interact Learning View schema</b> |
|----------------------------------------------------|--------------------------------|-----------------------------------------|----------------------------------------------------------|-------------------------------------|--------------------------------------|
| Campaign - Interactive Channel Deployment History  | X                              |                                         | X                                                        |                                     |                                      |
| Campaign - Interactive Cell Performance Over Time  | X                              | X                                       |                                                          | X                                   |                                      |
| Campaign - Interactive Cell Performance by Offer   | X                              | X                                       |                                                          | X                                   |                                      |
| Campaign - Interactive Offer Performance Over Time | X                              | X                                       |                                                          | X                                   |                                      |
| Campaign - Interactive Offer Performance by Cell   | X                              | X                                       |                                                          | X                                   |                                      |

|                                                                                       | Interactive<br>View schema | Interact<br>Performance<br>View schema | Interactive<br>Channel /<br>Campaign<br>Deployment<br>History | Interact<br>Runtime<br>View schema | Interact<br>Learning<br>View schema |
|---------------------------------------------------------------------------------------|----------------------------|----------------------------------------|---------------------------------------------------------------|------------------------------------|-------------------------------------|
| Campaign -<br>Interactive<br>Offer<br>Learning<br>Details                             | X                          |                                        |                                                               |                                    | X                                   |
| Interactive<br>Cell Lift<br>Analysis                                                  | X                          | X                                      |                                                               | X                                  | X                                   |
| Interactive<br>Channel -<br>Channel<br>Deployment<br>History                          | X                          |                                        | X                                                             |                                    |                                     |
| Interactive<br>Channel -<br>Channel<br>Event<br>Activity<br>Summary<br>report         | X                          |                                        |                                                               | X                                  |                                     |
| Interactive<br>Channel -<br>Channel<br>Interaction<br>Point<br>Performance<br>Summary | X                          | X                                      |                                                               | X                                  |                                     |
| Interactive<br>Channel -<br>Channel<br>Treatment<br>Rule<br>Inventory                 | X                          |                                        |                                                               |                                    |                                     |
| Interactive<br>Segment Lift<br>Analysis                                               | X                          | X                                      |                                                               | X                                  |                                     |
| Interaction<br>Point<br>Performance                                                   | X                          | X                                      |                                                               | X                                  |                                     |



---

## Appendix D. Re-branding the IBM Unica Frameset

You can customize the appearance of the IBM Unica HTML frameset where most IBM Unica Marketing product pages appear. By editing a cascading style sheet and providing your own graphics, you can change many of the images, fonts, and colors in the user interface. This is sometimes called re-branding, because you can override the IBM logo and color scheme with your company's logo and color scheme.

### About the Marketing Platform stylesheets

The IBM Unica HTML frameset is formatted by a number of cascading style sheets, located in the `css` directory within the `unica.war` file. Several of these stylesheets import a stylesheet named `corporatetheme.css` in the `css\theme` directory. By default, this `corporatetheme.css` file is blank. When you replace this blank file with one that uses your colors and images, you change the appearance of the frameset.

IBM Unica also provides an example `corporatetheme.css` file, in the `css\theme\DEFAULT` directory within the `unica.war` file. This example stylesheet contains all of the specifications that are customizable, along with comments that explain what areas of the frameset each specification affects. You can use this file as a template for making your own changes, as described in the instructions in this section.

### About images

Your images can be PNG, GIF, or JPEG format.

The size of the logo image must be no larger than 473px wide and 88px tall. The IBM Unica logo has these dimensions to include a semi-transparent area that overlays the background in the navigation pane, but your logo can be narrower. If you use a different size logo image, it might be necessary to add a `background-position` property to the logo spec in the stylesheet (`body.navpane #header .inner`).

IBM Unica uses sprites for some of its buttons and icons. Using sprites reduces the number of HTTP requests going to the server, and can reduce possible flickering. Where IBM Unica uses sprites, the name of the image includes `_sprites`. If you want to replace these images, you should use sprites with the same dimensions, as this requires the fewest modifications to the stylesheet. If you are not familiar with sprites, you can learn about them on the internet.

---

## To prepare your corporate theme

1. When you installed the Marketing Platform, you may have created an EAR file containing the `unica.war` file, or you may simply have installed the `unica.war` file. In either case, extract your installed file as necessary to access the files and directories the `unica.war` file contains.
2. Locate the `corporatetheme.css` file, located under in the `css\theme\DEFAULT` directory.

3. See the comments in the `corporatetheme.css` file for details on which area of the framework each stylesheet specification affects.
4. See the images in the `css\theme\img` directory to guide you in creating your images.
5. Create your theme in your preferred graphics program and make a note of the image names, fonts, and hexadecimal specifications for the font and background colors.
6. Edit the `corporatetheme.css` file to use your fonts, colors, and images.

---

## To apply your corporate theme

1. Place the images you want to use (for example, your logo, buttons, and icons) in a directory accessible from the machine where the Marketing Platform is installed. Refer to the modified `corporatetheme.css` file created as described in “To prepare your corporate theme” on page 505 to determine where to place your images.
2. If the Marketing Platform is deployed, undeploy it.
3. When you installed the Marketing Platform, you may have created an EAR file containing the `unica.war` file, or you may have installed the `unica.war` file. In either case, do the following.
  - Make a backup of your WAR or EAR file, saving the backup with a different name (for example, `original_unica.war`). This enables you to roll back your changes if necessary.
  - Extract your installed file as necessary to access the files and directories the `unica.war` contains.
4. Place the modified `corporatetheme.css` file, created as described in “To prepare your corporate theme” on page 505, in the `css\theme` directory.

This overwrites the blank `corporatetheme.css` file that is already there.
5. Re-create the `unica.war` file, and, if necessary, the EAR file that contained it.
6. Deploy the WAR or EAR file.
7. Clear your browser cache and log in to IBM Unica Marketing.

Your new theme should be visible in the IBM frameset.

---

## Contacting IBM Unica technical support

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

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

### Information to gather

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

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

### System information

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

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

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

### Contact information for IBM Unica technical support

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





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