

## Unica Link V12.1.8 Mandrill Connector User Guide



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# Chapter 1. Introduction to Mandrill

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

## Chapter 2. Prerequisites

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

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

## Chapter 3. Configuration

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

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

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

## Chapter 4. Test connection

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

## Chapter 5. Configuring a Touchpoint or Process box

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

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

## Chapter 6. Event tracking

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

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

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