

iCare has been integrated with ExactTarget, a leading global provider of cross-channel, interactive marketing solutions, to provide a powerful tool to distribute targeted offers through a sophisticated email messaging platform. ExactTarget's easy-to-use interface provides straightforward tools for email template management and content management, including logos, branding, tag lines, and product images. The email creation process is simple, flexible, and quick to execute.

The ExactTarget interface is a great tool for small independent Organizations, as well as larger enterprise Organizations. iCare with ExactTarget allows both scheduled campaigns, such as Welcome emails and Birthday emails, as well as one-off ad hoc campaigns for marketing specific communications to be seamlessly executed. Campaign analysis and tracking through ExactTarget is dashboard-based, providing easy to understand metrics to measure the success of each campaign. All of this is offered using a cost-effective pricing model, which fits our various hospitality Organizations, from the independent entrepreneur to the largest enterprise customers who may be sending millions of emails each month. See your MICROS Representative for purchasing and pricing details.

## Requirements and Enabling ExactTarget for an Organization

To take advantage of the iCare-ExactTarget partnership, an Organization must also have iCare GPLC (Gift, Payment, Loyalty, and Coupons) and mymicros.net (or Symphony). Once ordered, MICROS Corporate will enable ExactTarget for the Organization and provide the preliminary framework for the Organization to begin using iCare with ExactTarget.

Refer to the Appendix for more information about organization-specific ExactTarget settings.

## Enabling ExactTarget in the Portal

Once iCare with ExactTarget has been enabled for the Organization by MICROS, a User with Sys Admin rights must verify the ExactTarget portlet is available to assign it to the appropriate Role(s).

To add and assign the portlet, navigate to Admin | Portal | Portlets | Portlets and select Add. Enter 'ExactTarget Campaigning' as the Name. In the *Type* dropdown select 'Portlet' and in the *URL* dropdown select 'ExactTarget Campaign.' Enter a name in the *myPage Title* field, (the same Name configured above may be used) and set the *Effective Date* with today's date. Save the portlet.

Next, navigate to Admin | Portal | Roles | Portlets to add the 'ExactTarget Campaigning' portlet to the necessary Role(s). It is suggested that this portlet is only added for those select Roles that must manage and maintain corporate email campaigns. To add to a Role, select an appropriate Role and click Configure. A list of all portlets currently assigned to the Role will display. Click Add and choose ExactTarget Campaigning from the *Portlet* dropdown. Select an appropriate *Side Menu* and side menu *Sort Order*, and then Save. This portlet will be available to Users with this Role on their next login.

## Campaign Configuration

ExactTarget configuration, creation of emails, templates, content, images, and sending test emails can be done by an Organization before iCare Loyalty programs are configured and active. However, email campaigns trigger by iCare will not be able to begin sending until the Loyalty program(s) is active and customers exist in iCare with email addresses. Existing customers may be imported through Professional Services or customers may join through the POS and register online, providing their email address.

## Overview of Creating Emails

Creating emails is a four step process:

1. Initial creation of the email (Create/ Edit Email)
  - a. This step includes creating the Email Name, as well as the Email Subject, which will display when an email is received in a customer's Inbox.
2. Select the customers that will receive an email and how often the email will be sent to customers (Create/ Edit Email Job)
  - a. Users may select the group of customers that will receive each email campaign, which includes defining parameters to further filter the email recipients.
  - b. Users may indicate the frequency of when an email campaign will be sent and the time when an email will be sent.
3. Design the email, editing the template and content (Content & Campaign Management)
  - a. Users may select the appropriate template (default templates and custom templates may be used), create content, upload images, and edit email text.
  - b. Users may also add personalization items to the email, such as the name of the customer, coupon serial number, account balance, and customer account number.
4. Activate the email campaign (Create/ Edit Email Job)

- a. Once the Email Job parameters are configured and the email has been designed and tested, the Email Job must be activated. Emails will not begin sending until set as active and based on the configured Effective From date.
- b. Emails will be sent based on the scheduled frequency of the Email Job.

## Creating Emails

Navigate to ExactTarget Campaigning | Create Campaign Jobs:

The screenshot shows the 'Create Campaign Jobs' interface. At the top, there is a navigation bar with 'Choose Action', 'Cancel', and 'Help' buttons. On the right, there is a 'Create Campaign Jobs' button. The main content area is divided into two panels:

- Create/Edit Emails:** Contains a 'Configure' button and a list of email names: 'Happy Birthday!', 'July Birthdays', and 'Miss You Email'.
- Create/Edit Email Jobs:** Contains a 'Configure' button and a table with the following data:
 

E-mail Name	Status	Last Executed	Frequency	Coupon Type	Generated	Sent to ET
Miss You Email	Inactive		Send Once		0	
Happy Birthday!	Inactive		First of Month		0	

Two configuration areas will display- Create/ Edit Emails and Create/Edit Email Jobs.

First create the Email; this step creates the “base” email, setting the email name, description for tracking and the email subject. Under the Create/ Edit Emails section, select Configure; the following screen will be displayed:

The screenshot shows the 'Create/Edit Emails' configuration screen. At the top, there is a navigation bar with 'Choose Action', 'Add', 'Edit', 'Delete from ET', and 'Cancel' buttons. Below the navigation bar is a search bar labeled 'Search by Name'. The main content area is a list of email names: 'Happy Birthday!', 'July Birthdays', and 'Miss You Email'. The 'July Birthdays' entry is highlighted. There is also a 'Deleted in ET' column header.

All emails that have been previously created will display in this list. From this screen, the User may add, edit, or delete (Delete from ET) emails.

To create a new email, select Add from the Top Menu Bar:

Choose Action Save Cancel Help Create/Edit Emails

E-mail Name:

Description:

Subject:

The *E-Mail Name* field is required and must be unique. The *Subject* is also a required field. The email *Subject* will be the text displayed as the header line when the email is received in a customer’s Inbox. Once the email is saved, it will be available immediately in ExactTarget for email layout and design (note- the subject can be changed when the email is edited in ExactTarget, if desired). Click Save to create the email. For details regarding access to design an email, and edit templates and content, see the ‘Creating Email Content’ section.

Once the email is saved, you will be returned to the Create Campaign Jobs Overview screen to move to the next step, creating the Email Job, i.e. selecting the customer group that will receive an email.

**Note - Previously created emails may be deleted in iCare, which will also delete the email in ExactTarget, as long as the email is not linked to an Email Job. Once deleted, the email will no longer be visible in iCare or ExactTarget.**

**If the email is linked to an Email Job, it may still be deleted in iCare, which will delete it in ExactTarget. However, if the email has been sent to one or more customers, the email will not be completely deleted in iCare because of the recorded send history. Rather, it will be set as inactive and marked as ‘Deleted in ET’ and the email will be completely deleted in ExactTarget. Deleting an email will remove any ExactTarget report tracking associated with that email.**

## Create Email Jobs - Determining Email Recipients

Under the Create/ Edit Email Jobs header, select Configure. All Email Jobs that have been previously created will display in this list. From this screen, the User may add, edit, activate, or deactivate Email Jobs. During add or edit, Users are guided through selecting a specific group of customers to receive the email and when those emails will be sent.

Choose Action Add Edit Activate Deactivate Cancel Create Email Jobs

Search by Job Type

E-mail Name ▲	Status ▲	Last Executed ▲	Job Type ▲	Frequency ▲	Coupon Type ▲
Miss You Email	Inactive		Everyone	Send Once	
Happy Birthday!	Inactive		Birthday	First of Month	

Select Add from the Top Menu Bar to create a new Email Job. A screen with three tabs, Parameters, Frequency, and Locations, will display to guide Users through the required fields to create an Email Job:

Choose Action Save Cancel Help Evaluate Create Email Jobs

Parameters Frequency Locations

E-Mail: Select Value

Standard Job Type: Select Value

Coupon Type: Select

Program Name: All Programs

## Parameters Tab

The Parameters tab allows Users to select the criteria to determine which customers will receive the email. The *E-mail* field is required; it determines which previously created email will be sent to customers in this Email Job (emails that were previously marked as deleted in iCare will not be available in this dropdown). Each Email Job can only be linked to one email. The *Standard Job Type* field is required; *Standard Job Type* provides the required parameters to determine the customers that should be recipients of the email. The available *Standard Job Types* are:

- Average Spend per Visit – Sends an email based on an average amount spent per visit by a customer during a specified date range.
- Award Coupon - Sends Loyalty Award Coupons in near real time to customers who have received an award coupon that should be issued by email. Coupons will only display in this list if they are active and have the *Issue Instructions* set to 'Issued by Email.' More than one Coupon Code may be selected for this email; this allows a single email for award coupons to be created, but different award coupons can be sent with this same job.
- Balance Threshold Email – Sends an email when the account balance is close to or has reached a specified value.
- Birthday – Sends an email to all customers with a birthday this month. If email executes the last day of the month, it will send to all matching customers for the next month. If email executes the first day of the month, it will send to all matching customer for the current month.
- By Item Ordered – Sends an email to customers who have purchased specified Item(s). Either Items or Item Groups may be used to determine what triggers the email; these options are:
  - Menu Item POS Ref
  - Menu Item Master
  - Major Group POS Ref
  - Major Group Master
  - Family Group POS Ref
  - Family Group Master
- By Postal Codes – Sends an email to all customers within specified postal code(s).
- By Special Query – Sends an email to any customers that match a specified SQL code statement- typically executed by MICROS technical resources.
- Coupon Expiration – Sends an email to customers with coupons that are about to expire.

- Frequency - Sends an email to customers that have visited a specified number of times during a specified date range.
- Multiple Location Visits – Sends an email to customers who have visited more than one location during a specified date range.
- Reward Aspiration – Sends an email reminder to all customers that are close to reaching a new award level.
- To Everyone with an email address – Sends an email to all subscribed customers with an email address
- Top Customer Spend – Sends an email to customers that have spent a specified amount during a set number of days.
- Welcome... to new customers – Sends an email to new customers in near real time. Welcome emails are tracked in iCare so that customers will only receive the email once.

#### **Configurable Options based on the Standard Job Type**

Depending on the selected *Standard Job Type*, the required configuration options will vary. Those options that are required will display, allowing Users to further refine the filters to build the customer email recipients. The following are some of the options that may be available for configuration (Note- Not all options listed are available for each Standard Job Type).

- Minimum Threshold – Minimum account balance
- Maximum Threshold – Maximum account balance
- Spend Amount – Amount spent per check by a customer
- No. of Visits – Number of visits by a customer
- Balance – Account balance at the time the Email Job runs
- Location Count – Number of Locations the customer visited during a date range
- Item Options – Menu Items purchased by customers
- Item Count – Number of Items purchased during a specified number of days
- Days to Evaluate – Number of days of transaction activity to review to determine customers that match the filters included in the Email Job
- Days until Coupon Expires – Number of days before coupon expiration

Each Standard Job Type, except Coupon Expiration, has the option to include a coupon that will be sent in the email. From the *Coupon Type* dropdown, Users may select a coupon from the pre-configured coupon options. Only coupons types that are active and have been configured with the *Issue Instructions* of 'Issue by Email' will be available in the Coupon Type dropdown (configuration of Coupon types is under iCare Config | Programs, Card, Coupons, and Rules | Coupon Types | Add/Edit).

**Note - The Coupon Type field is required for both the Award Coupon and Coupon Expiration Job Types.**

The following *Standard Job Types* can be sent to customers in a specific program: Balance Threshold and Reward Aspiration. When the Program field is available, you may select a specific program from the dropdown. If no Program is selected, all customers matching the parameters, regardless of their program(s) will receive the email.

## Frequency Tab

Choose Action

Create Email Jobs  
PM Primary

Parameters **Frequency** Locations

Sync Frequency:

Days of Week: Sun Mon Tue Wed Thu Fri Sat

Effective From Date:

Effective To Date:

Execution Hour:

Min Days between Email Job:

The Frequency tab allows Users to determine how frequently the email will be sent to customers and the time of day when the emails will be generated, as well as the first date when the Email Job may run to send emails. The options for the *Sync Frequency* field are:

- Daily – Executes Daily at the scheduled execution hour
- Now – Executes as soon as an account/ customer joins a program or receives an award coupon (*This option is only available for the Award Coupon and Coupon Expiration Job Types*)
- Specific Day of the Week – Executes based on the selected day(s) at the scheduled execution hour
- First of Month – Executes the first calendar day of each month at the scheduled execution hour
- First of Month (Even) – Executes on the first calendar day of every even numbered month, i.e. every other month (February, April, June...), at the scheduled execution hour
- First of Month (Odd) – Executes on the first calendar day of every odd numbered month, i.e. every other month (January, March, May...), at the scheduled execution hour
- Last Day of Week of Month – Executes the last day of the last full week of a calendar month at the scheduled execution hour
- Last Day of Month – Executes the last calendar day of each month at the scheduled execution hour
- Send Once – Executes only once at the scheduled execution hour- typically used for one-off marketing campaigns or announcements

Setting an *Effective From Date* is required; this field determines the date that the Email Job will be executing (note- the Email Job must also be set as active before the job will execute and send - this step is detailed in the 'Activate Emails' section). An *Effective To Date* may optionally be specified; if set, this would be the last date an active Email Job will execute. The *Execution Hour* is a required field, indicating the time of day when the Email Job will execute and compile a list of customers and send the list to ExactTarget, initiating the emails to be sent.

The *Min Days between Email Job* indicates how many days should pass between when the email job runs.

## Locations Tab

The Locations tab is optional. Users may configure the fields in this tab if they wish to further filter the customers that receive an email based on each customer's signup location (i.e. the Location where the account was created). For example, to only send an email campaign to customers that are part of the Washington DC area; the Washington DC group is created to include 5 specific locations and this Location Group would be selected. Complete the fields on this tab if needed, selecting either a Location or a Location Group.

## Create Email Content

**Email content, text and images are completed in ExactTarget.**

In iCare, navigate to ExactTarget Campaigning | Content and Campaign Management.

This screen provides basic instructions regarding editing email content within ExactTarget, as well as a link, 'Click here', which opens ExactTarget in a new window. Log in with your MICROS provided credentials—these credentials will be different than your mymicros.net login credentials. Please note that an Organization is limited in the number of Users that may have ExactTarget login credentials. Additional ExactTarget Users can be purchased if necessary; contact your MICROS Representative for additional information

Once logged into ExactTarget, the Home page will display. This page contains a quick summary of the most recent activities within ExactTarget:

- Recent Emails - Lists the last 6 emails recently created by iCare or edited by a User
- Recent Tracking - Lists the last 6 emails sent, with quick links to view the tracking dashboard, which includes Open Rates and Email Clicks
- Recent Content Areas - Last 6 Content Areas created or edited by a User (New Organizations will not contain any content areas. The Organization may create content areas for reuse as needed)

- Recent Lists - Last 6 customer lists sent for email from iCare to ExactTarget
- Recent Templates - Last 6 email templates created or edited

The screenshot shows the iCare ExactTarget interface. At the top, there is a navigation bar with 'Home', 'Settings', 'Help', and 'Logout' links. Below this, a 'Welcome, QA User (1068010)' message is displayed. The main content area is divided into several sections:

- Recent Emails:** A table listing recent email campaigns.
 

July Birthdays	QA User	6/7/2012
SpecialQueryPerformance	QA API User	5/29/2012
CouponExpirationPerformance	QA API User	5/29/2012
ByPostalCodePerformance	QA API User	5/29/2012
FrequencyPerformance	QA API User	5/29/2012
- Recent Lists:** A table listing recent customer lists.
 

List for 8449	QA API User	5/30/2012
List for 8144	QA API User	5/29/2012
List for 8144	QA API User	5/27/2012
List for 8135	QA API User	5/27/2012
List for 8728	QA API User	5/25/2012
- Recent Tracking:** A table listing recent tracking events.
 

testJ	QA API User	5/30/2012
To Everyone w/ Email	QA API User	5/29/2012
To Everyone w/ Email	QA API User	5/27/2012
Balance Threshold	QA API User	5/27/2012
BirthdayPerformance	QA API User	5/25/2012
- Recent Content Areas:** A table listing recent content areas.
 

MICROS Footer2	Laura Sierra	5/24/2012
MICROS Footer	Customer Admin	5/15/2012
CouponExampleContent	Customer Admin	5/15/2012
mymicros.net Logo	Customer Admin	5/15/2012
- Recent Templates:** A table listing recent email templates.
 

EAME Test Template	QA User	6/7/2012
Generic Coupon Template	QA User	5/17/2012
Default C	QA User	4/3/2012
Default B	QA User	4/3/2012
Default A	QA User	4/3/2012

Other options in ExactTarget include:

- Content - Area to create/ edit the look and feel of emails. Users may view emails created by iCare and edit those emails, create content areas for reuse, such as common images and logos, create templates, and manage images. See below for further details.
- Subscribers - Customer email lists sent from iCare to ExactTarget- This area does not require editing or updates to send emails
- Tracking - Provides access to tracking dashboards per email sent and reports
- Settings - Allows you to change your User Name, Password, etc. These changes will only affect your ExactTarget login; they will not impact login to the mymicros.net portal.
- Help - Opens the ExactTarget Wiki, providing instructions and information on navigating ExactTarget and creating emails.

Four default templates (layouts) will be available for all ExactTarget customers. Users may create additional templates at any time. Templates may be added one at a time using the template wizard or by uploading existing HTML. Also, any email that is created can immediately be saved as a template, allowing Users to build their template library as they are creating new emails.

To edit the look and feel of an email (i.e. design an email), click Content | my emails. This will display a list of the available emails that have already been created by iCare and are available for modification.

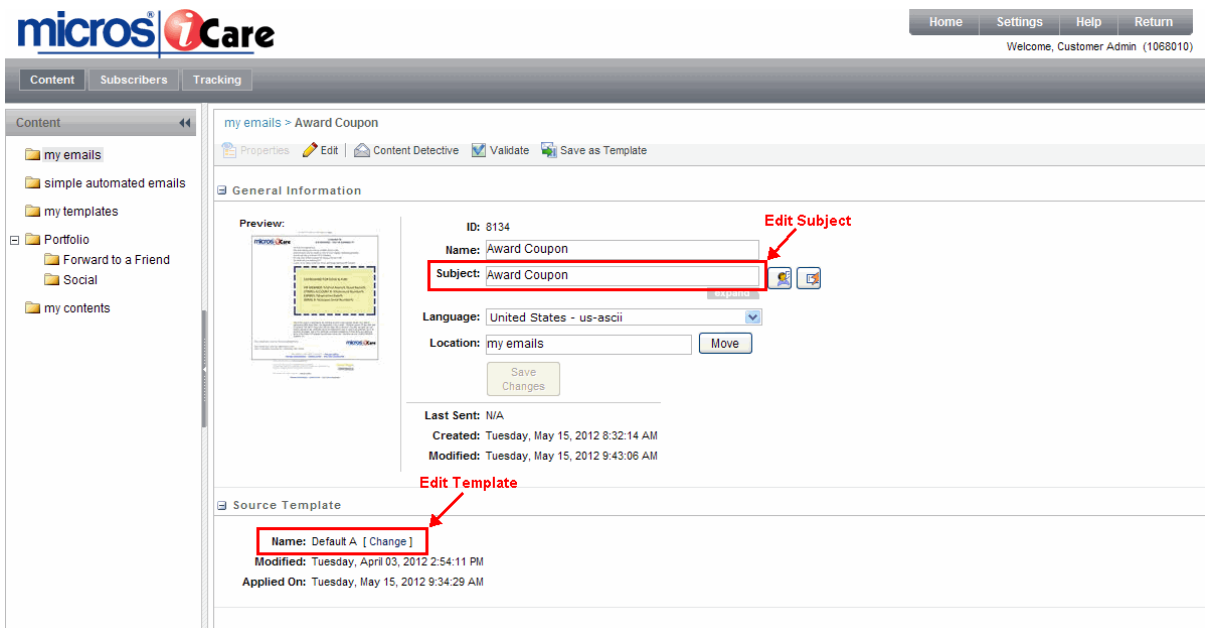


The screenshot shows the iCare web interface. At the top left is the 'micro*s*iCare' logo. To the right are navigation buttons: 'Home', 'Settings', 'Help', and 'Return'. Below these is a welcome message: 'Welcome, Customer Admin (1068010)'. A secondary navigation bar contains 'Content', 'Subscribers', and 'Tracking'. The main area is titled 'my emails' and features a toolbar with 'Create', 'Delete', 'Move', 'Properties', 'Pending Sends', 'Past Sends', 'Content Detective', and 'Validate'. Below the toolbar is a table of email templates:

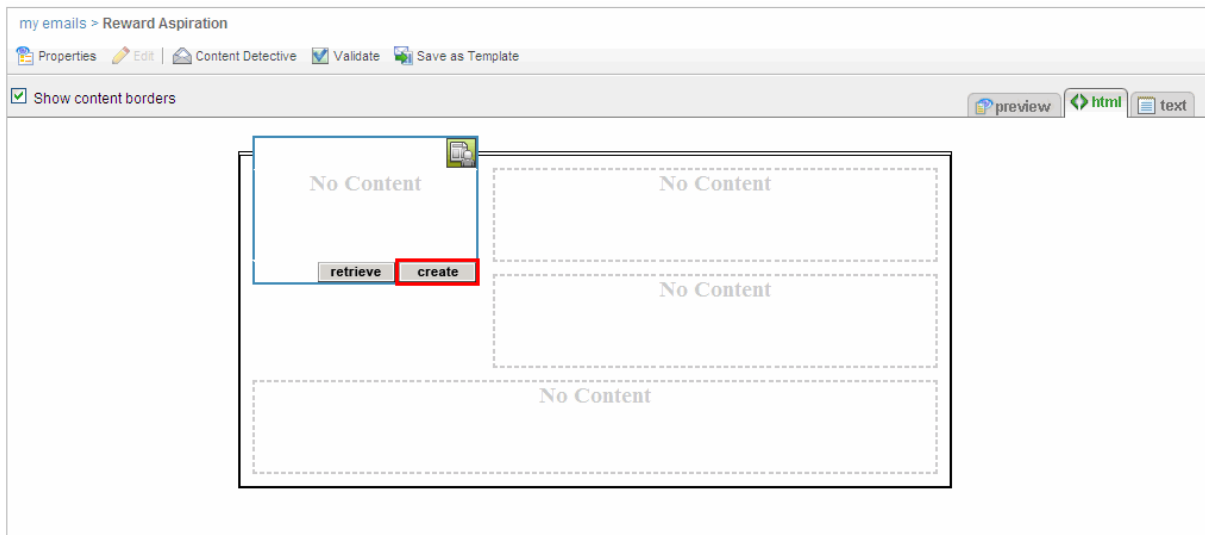
<input type="checkbox"/>	Name	Subject	Type	Content Detective	Created	Modified
<input type="checkbox"/>	<a href="#">Average Spend Per Visit</a>	Average Spend Per Visit	Standard Editor	Not Checked	5/14/2012	5/15/2012 8:32 AM
<input type="checkbox"/>	<a href="#">Award Coupon</a>	Award Coupon	Standard Editor	OK!	5/15/2012	5/15/2012 8:32 AM
<input type="checkbox"/>	<a href="#">Balance Threshold</a>	Balance Threshold	Standard Editor	Not Checked	5/15/2012	5/15/2012 8:32 AM
<input type="checkbox"/>	<a href="#">Birthday</a>	Birthday	Standard Editor	Not Checked	5/15/2012	5/15/2012 8:32 AM
<input type="checkbox"/>	<a href="#">By Item Ordered</a>	By Item Ordered	Standard Editor	Not Checked	5/15/2012	5/15/2012 8:32 AM
<input type="checkbox"/>	<a href="#">By Postal Codes</a>	By Postal Codes	Standard Editor	Not Checked	5/15/2012	5/15/2012 8:33 AM
<input type="checkbox"/>	<a href="#">By Special Query</a>	By Special Query	Standard Editor	Not Checked	5/15/2012	5/15/2012 8:33 AM
<input type="checkbox"/>	<a href="#">Coupon Expiration</a>	Coupon Expiration	Standard Editor	Not Checked	5/15/2012	5/15/2012 8:33 AM
<input type="checkbox"/>	<a href="#">Frequency</a>	Frequency	Standard Editor	Not Checked	5/15/2012	5/15/2012 8:33 AM
<input type="checkbox"/>	<a href="#">Multiple Location Visits</a>	Multiple Location Visits	Standard Editor	Not Checked	5/15/2012	5/15/2012 8:34 AM
<input type="checkbox"/>	<a href="#">Reward Aspiration</a>	Reward Aspiration	Standard Editor	Not Checked	5/15/2012	5/15/2012 8:34 AM
<input type="checkbox"/>	<a href="#">To Everyone w/ Email</a>	To Everyone w/ Email	Standard Editor	Not Checked	5/15/2012	5/15/2012 8:34 AM
<input type="checkbox"/>	<a href="#">Top Customer Spend</a>	Top Customer Spend	Standard Editor	Not Checked	5/15/2012	5/15/2012 8:34 AM
<input type="checkbox"/>	<a href="#">Welcome to New Customers</a>	Welcome to New Customers	Standard Editor	Not Checked	5/15/2012	5/15/2012 8:35 AM

At the bottom of the table, it says 'Page 1 of 1 (14 items)'.

- Click on the Name of the appropriate email to be edited, such as the most recent email created in iCare
- A template must be selected before editing the content to design the email. From the Properties screen, under Source Template, click Change
- Choose the appropriate Template from Select Template | my templates
  - A preview of the Template will display in the Preview box
    - Note - A few default templates (email layouts) are available for use. New email templates may be created on the fly or under Content | my templates | Create
  - Click Ok to save the template change
- Optionally, in the Properties area, the subject of the email may also be updated
- Click Save to move on to editing the email content (i.e. images and text) —You will be prompted to confirm the changes that have been made to the email template; select Ok to proceed



- Click EDIT to view and edit the email content - content areas are subsets or portions of the email that contain images and text.
- Mouse over a content area and select one of the following options: Retrieve or Create - a wizard will display, guiding you through each step of the content creation/retrieval process.



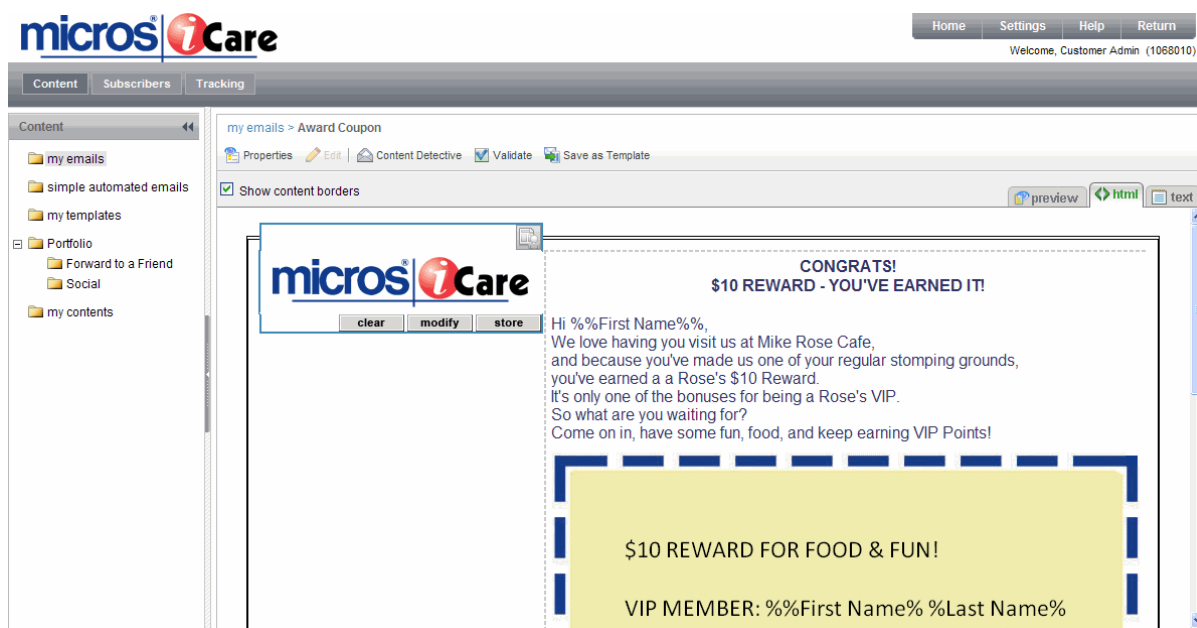
- The RETRIEVE option allows Users to retrieve previously saved content (only an existing Organization that has previously created or uploaded content areas will have content options that may be retrieved)
  - Content can be saved on the fly when a User is designing a new content area. Content areas are portions of an email that typically contain general images, branding or legal text a User's Organization wants to include in most or all emails.

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- CREATE allows you to add images and text to a content area, creating unique text and images for that area of the email
  - First select the orientation of the content area, which includes the general layout of the image and text area
  - Double Click or select NEXT to enter text and/or select images that have been previously uploaded
    - If no images have been uploaded into ExactTarget, or a new image is required, select Upload and browse to an image to upload to ExactTarget for use
  - When the User clicks Next, they will be prompted with a preview of the general settings for that content area—Overall edits to the content area may be made on this confirmation screen or the next screen, which has full text editing capabilities
  - The next screen, text entry and formatting. Users may enter text, format text, change the content layout, resize images, etc.—formatting options are similar to most word editing software, such as Microsoft Word
    - Text can also include ‘Personalization’ (or tokens), such as First Name, Coupon Serial Number, Expiration Date, Account Balance, etc... Personalization items within the text are indicated by %%PersonalizationItem%%. While editing a content area, click on the ‘Personalization’ dropdown to view all available options that may be inserted into the text of the content area. When an email is received, it will contain customer’s registered information
  - Click Save to complete the creation/editing of the content area.
  - Continue editing each content area within the email until the email design is complete. Any content areas left blank will not display when sent to customers.
  - While creating the content of the email, a ‘Text’ version of the email will be automatically created; see the ‘Text’ tab
    - This is the version of the email that will display for customers that opt not to receive email in HTML format

While editing the email, Users can always preview the email to verify how the email will display in a customer’s inbox; see the ‘Preview’ tab.

Remember, as Users create content, the content may be saved as a Content Area for reuse in future emails.



- Anytime during the email design steps, the 'Content Detective' option can be used to verify the validity of the email content, indicating items and text that commonly cause emails to be caught in email spam filters—It is suggested to use this tool before activating an email and edit any text or items found by the Content Detective
- The 'Save as Template' option allows Users to save the specific email as a template for future use, allowing edits to be made when configuring an email using the new template

## Test Emails

Once the email content is complete, Users can return to the 'my emails' page where test emails may be sent to verify the email delivers as planned. To generate a preview with specific recipients, as well as send test emails (but not to the actual customers, rather to selected email addresses), select the checkbox next to the email to be tested and click SEND PREVIEW; follow the prompts to select a preview recipient and to send the test email(s). The email content may always be edited before an active email will be sent to customer recipients; content of active emails may also be edited at any time.

## Activate Emails

Before the email will be sent to customers, the email must be activated in iCare. Active emails will be sent in accordance to the frequency configured in the Email Job. Email Jobs will begin executing, sending customer recipient lists for email by ExactTarget based on the email being active and the Effective From (and To) date.

To activate or deactivate an Email Job, navigate to iCare | ExactTarget Campaigning | Create Campaign Jobs | Create/Edit Email Jobs, click on the appropriate Email Job and select 'Activate' from the Top Menu Bar. This initiates the Email Job, which creates the list of customers to send to ExactTarget, creating a new list with each email send based on the configured frequency. If 'Deactivate' has been selected, that Email Job will be unscheduled and will no longer generate email lists to be sent to ExactTarget - deactivated Jobs can be edited and reactivated at any time.

ExactTarget is continually waiting for email lists to be sent from iCare. As soon as a list is sent by iCare, ExactTarget will pick it up and send the appropriate email in near-real time.

## Tracking and Reporting

ExactTarget tracks email statistics such as un-subscribes, hard bounces, soft bounces, open rates, and much more. Tracking information may be viewed in the ExactTarget portal, under Tracking | my tracking. Dashboard based tracking is available per email.

The screenshot displays the iCare ExactTarget interface. At the top, the 'micros iCare' logo is on the left, and navigation links for 'Home', 'Settings', 'Help', and 'Return' are on the right. Below the logo, a 'Welcome, Customer Admin (1068010)' message is visible. The main navigation bar includes 'Content', 'Subscribers', and 'Tracking'. The left sidebar shows a tree view with 'my tracking', 'my reports', and 'my data'. The main content area is titled 'my tracking > Tracking Details' and includes a 'Select Lists' and 'Export' option. Below this, there are tabs for 'Overview', 'Click Activity', and 'Surveys'. The 'Overview' tab is active, showing a 'Summary' section with details: Job ID: 15928, Name: Birthday, Subject: Celebrate your special day!, Date Sent: 5/3/2012 1:44 PM, Total Sent: 2, and Lists: List for 6794 (2 sent). A 'Send Performance' section shows a 'Delivery Rate: 100%' with a green circle and a table: Total Bounces: 0, Hard Bounce: 0, Soft Bounce: 0, Delivered: 2. The 'Inbox Activity' section shows a table with columns 'Total' and 'Unique' and a 'viewing: Current Activity' dropdown. The 'Unengaged Subscribers' section shows a table with columns 'Total' and 'Unique'.

	Total	Unique			
Opens	7	1	50%		
Clicks	2	1	50%		
Forwards	0	0	0%		
Surveys	-	0	0%		
Unsubscribes	-	0	0%		

	Total	Unique			
Total Delivered	2				
Did not click	1				
Did not open	1				

There are also several reports available in ExactTarget, allowing Users to compile data based on email activity and trends. In ExactTarget, select Tracking | my reports to access reports.

The screenshot displays the iCare web application interface. At the top left is the 'micros iCare' logo. On the top right, there are navigation links for 'Home', 'Settings', 'Help', and 'Return', along with a user greeting: 'Welcome, Customer Admin (1068010)'. Below the navigation bar, there are tabs for 'Content', 'Subscribers', and 'Tracking'. The 'Tracking' tab is active, showing a sidebar with a tree view containing 'my tracking', 'my reports', and 'my data'. The main content area is titled 'my reports' and 'Subscriber Reports'. It lists several report types with brief descriptions:

- Attribute By Tracking Event**: This report allows you to see how your subscribers reacted to a certain email send, based on a specific tracking event and based on a particular attribute.
- List Demographics**: Analyze your lists to see breakdown of subscribers by status, domain and subscription tool.
- List Performance Over Time**: Examine each of your lists to evaluate their effectiveness over time across multiple sends.
- List Size Over Time**: This report tracks the number of subscribers on a list over a specified time period. The output of this report includes a table showing the number of subscribers by status for each month in the specified time period. This data is also provided in a line graph.
- Subscriber Engagement**: This report provides subscriber-level detail on which subscribers are actively engaged with your email program.
- Subscriber Most Recent Activity**: This report provides a list of all subscribers and details their most recent open or click activity.
- Subscribers Not Sent To**: This report provides a list of subscribers who have not received an email during a specified date range.
- Unengaged Subscribers for a List**: See which of your subscribers are unresponsive after multiple email campaigns. The 'List' you choose identifies the specific set of subscribers for whom Engagement will be calculated while contributors to their engagement arise from Sends from any List in which they reside. You may also include the subscriber's attributes to support any additional analyses relative to engagement.

## Additional Features and Functionality of ExactTarget

- When Users create email content, any text or image may be configured as a link to a webpage, providing additional marketing information to email recipients. For example, "Check out [micros.com](http://micros.com) to learn more about our CRM solutions."
- Users may also include a 'Forward to a Friend' link, as well as links to Social Media pages, such as Facebook and Twitter. Organizations will need to configure their corresponding social media application IDs in ExactTarget to use this functionality
- A default footer will be included in every email that is sent. Default footers typically include the address of the User's Organization, legal text, and subscription update links that allow recipients unsubscribe from email communication.
  - All unsubscribe information is immediately recorded in ExactTarget, preventing any future emails from being sent to that customer.
  - By default, the unsubscribe data is updated from ExactTarget to iCare once an hour. This allows iCare to provide accurate email lists to ExactTarget, rather than continuing to include customers that have opted to unsubscribe from email communication.

## Appendix

### Organization-Specific ExactTarget Settings (8.5.1.8)

Starting with version 8.5.1.8, system administrators can now configure ExactTarget WSDL and FTP settings for their organization.

1. In Reporting and Analytics, click **iCare**, click **iCare GPL**, click **Organization Configuration**, and then click the **ExactTarget** tab.
2. Select **Enable ExactTarget Campaigning**, and then enter the **ExactTarget WSDL URL**, and the **ExactTarget FTP** information.