

Oracle Responsys Integration with Oracle BlueKai

Categorization in DMP Guide

CONTROLLED AVAILABILITY

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09/10/2018


Introduction

Use the Responsys Integration with BlueKai feature to link a BlueKai account to your Oracle Responsys account, and then use Program to assign BlueKai categories to recipients.


For more information about BlueKai, see [the Oracle BlueKai DMP Help Center](#). For more information about Program, see the Oracle Responsys Online Help.

To link a BlueKai account

Only users with the Account Administrator role can link a BlueKai account.

1. Click  on the side navigation bar to open the Account Management page.
2. In the Data Management Platform section, click **Configure BlueKai Account** to open the BlueKai sign in page.
3. Provide your username and password and click **Sign in**.

To assign BlueKai categories

1. Add the **Data management platform** activity () to the canvas of a program.
2. Double-click the activity on the canvas.
3. In the Data management platform dialog, click **Select BlueKai categories**.
4. If prompted, sign in to your BlueKai account.
5. In the Select BlueKai categories dialog, select the categories you want, then click **Save**.

To add a new category, point at an existing category and select **+add child**.

Categories will be assigned after the program is published. Note that this process might take up to 30 minutes.