 **ADOBE QUESTIONNAIRE**

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### How the Adobe Omniture Integration works:

1. Client sends out mailing that contains Mailing ID and Recipient ID as URL parameters on links.
2. Mailing ID and Recipient ID along with customer activity are captured by SiteCatalyst.
3. Silverpop will make API calls to SiteCatalyst requesting all segments that are available. This data is stored in a relational table within Engage.
4. Engage sends aggregated metrics back to SiteCatalyst (Genesis) – Sent, Clicked, Opened, Unsubscribed, and Total Bounces.

### ADOBE INTEGRATION QUESTIONS:

Each Adobe/Silverpop integration will interact with one Adobe report suite and one Engage relational table. If the client has not purchased Adobe Genesis or the Silverpop Adobe integration they should do so before moving forward with filling out this form. A separate form should be filled out per integration. If a client has 2 report suites, the client will need to complete this form twice.

1. *Client Company Name:*

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1. *Relationship Manager or Sales Person (name, phone number, and email address):  
    *
2. *Order Form Number: *
3. *Primary client contact for integration (name, phone number, and email address):*

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1. *Engage Pod: (ex. Engage1.silverpop.com = pod 1, engage2.silverpop.com = pod 2)*

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1. *The client will need to create an Engage login that will be used by provisioning to enable this integration. The login will need to have Organization Administration rights. Please create the login and type the login name below.*

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1. *The Engage login created above will need to have a notification email address. The notification email address should use the following naming convention: cis-notifications-[clientname]-pod[#]@cismail.silverpop.com. This address should contain no spaces. For example, if the client name is Acme International and the client is using pod 4, the notification email address would be cis-notifications-AcmeInternational-pod4@cismail.silverpop.com. Please type your notification email address below. *
2. *What is the name of your Adobe report suite? (If you cannot answer this question, please contact your Adobe representative).*

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1. *When sending metrics to Adobe, the integration can either send metrics for an entire Engage organization, or only for specific lists. If you wish to export all available metrics for the entire Engage org leave the below text box blank. Otherwise list out the database ID of each database that you wish to get metrics for.*

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1. *Please list the domain names that you wish to use with this integration. Engage will automatically append values to URLs in your mailings that contain these domain names. This will enable tracking within site catalyst for automatically tagged mailings. If you prefer to handle this manually within your mailing templates, leave the below blank.*

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1. Notes:

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