



Episerver Triggered Messages

User Guide





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Episerver Triggered Messages User Guide

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Table of contents

| | |
|--|-----------|
| Triggered Messages | 5 |
| Types of triggers | 6 |
| Daily triggers | 6 |
| In-session triggers | 7 |
| Setting up a Triggered Messages campaign | 8 |
| Creating a new Triggered Messages campaign | 8 |
| Setting up an ESP connection | 10 |
| Setting up an ESP action | 12 |
| Linking to a specific basket | 14 |
| Managing Triggered Messages campaigns | 15 |
| Prioritizing trigger campaigns | 15 |
| Setting up a triggered Email Product Recommendations campaign | 17 |
| Triggered messages reports in Episerver | 20 |
| Using email triggers with Episerver Campaign | 23 |
| Sending triggered emails | 23 |
| Retrieving the Recipient list authorization code | 25 |
| Linking to a specific basket | 27 |
| Creating an ESP action | 27 |
| Creating a Send message action | 27 |
| Creating an Add user to target group action | 29 |
| Create a Remove user from target group action | 30 |
| Setting up an email campaign in Episerver | 30 |



Triggered Messages

You can send automated personalized emails via an Email Service Provider (ESP) that are triggered by the on-site actions of the email recipient. These actions typically alert the user of a price reduction or some form of abandonment. Because Episerver captures user behavior, you also can use this behavior to include alternative recommendations to abandoned or browsed products.

You have the following preset triggers available:

- **Abandoned checkout**
- **Abandoned basket**
- **Abandoned browse**
- **Targeted discounts**
- **High product interest**
- **Post purchase**
- **Low-in-stock abandoned-basket.**

See the [Types of triggers](#) section for a list of available triggers and their descriptions. New options are frequently added, so contact your Episerver Customer Success Manager about what is available and for any specific requirements you may have.

To enable Triggered Messages functionality, set up the configuration in the Episerver for the Personalization Portal so that Episerver and the ESP platform can communicate with each other to send the right message at the right time; see [Setting up an ESP connection](#).

Note: The configuration is different for each Email Service Provider. Episerver Triggered Messages can work with any ESP, so you can migrate Triggered Messages and Email Recommendations to any provider that you might select.

By using Triggered Messages alone, you can add users automatically to an email list or group and further refine the recipient list using automation programs available in your ESP account, or you can trigger an email to be sent out by your ESP right away. When combined with Email Recommendations, you have the power to include specific products that are of interest to the user—their browsed and abandoned products and recommendations based on their on-site behavior.

Types of triggers

Daily triggers

Daily triggers are scheduled for analysis each day at a specific time.

| Daily triggers | Description |
|-------------------------------|---|
| Targeted discounts | Fires when a product the visitor has viewed but not purchased in the past 30 days has decreased in price. Analysis runs as soon as the product feed is imported. Can be combined with an Email Product Recommendations campaign to show the discounted products in the email sent. |
| High product interest | Fires when a visitor has visited the same product multiple times without purchasing it in the last 30 days. It counts how many unique days the product page was viewed in the last 30 days. Duration of each view is not considered. Analysis runs at 01:00 UK time. Can be combined with an Email Product Recommendations campaign to show the viewed products in the email sent. |
| Post-purchase | Fires a specified number of days after an order is placed. Can be combined with an Email Product Recommendations campaign to show the purchased products in the email sent. Analysis runs at 01:00 UK time. |
| Low-in-stock abandoned-basket | Fires when a product the visitor added to their basket in the last 14 days, but not purchased, is low in stock. The basket is considered abandoned after 4 hours of inactivity. Upper and lower thresholds of stock availability need to be specified. Analysis runs as soon as the product feed is imported. Can be combined with an Email Product Recommendations campaign to show the relevant products in the email sent. |

In-session triggers

In-session triggers can fire during each visitor's individual session as soon as the trigger criteria are met. Each in-session trigger has a wait time, which specifies how much time the visitor must be inactive for before the trigger can fire.

| In-session triggers | Description |
|----------------------------|--|
| Abandoned checkout | Fires when a visitor enters the checkout flow but does not complete the purchase. |
| Abandoned basket | Fires when a visitor adds an item to the basket but does not purchase it. |
| Abandoned browse | Fires when a visitor visits a product page on the site but leaves the site without adding anything to the basket. |
| Additional trigger actions | Fires when a visitor navigates to a specific page a chosen number of times. For example, a visitor visits a particular section of the site and views more than 5 pages in a category but does not purchase. Use alone or combine it with another in-session trigger. |

Setting up a Triggered Messages campaign

Each Triggered Messages campaign must have an associated [Email Service Provider \(ESP\) connection](#) and [ESP action](#) (send mail, add to group, remove from group). Set up the ESP connection and the ESP action once, and these can act on all of your Triggered Messages campaigns. Furthermore, each Triggered Messages campaign must have an associated Email Product Recommendations campaign that uses an appropriate trigger strategy. See [Setting up a triggered Email Product Recommendations campaign](#).

Creating a new Triggered Messages campaign

Go to **Triggers** in your for the Personalization Portal account. To create a new Triggered Messages campaign, click on the **New campaign** tab and fill out the form as follows:

1. Enter a name for your Triggered Messages campaign, such as *Abandoned basket*.
2. Select an **ESP action** so that the trigger performs the desired action when it fires.
3. Optionally, specify start and end dates for the campaign.
4. Set **Contact frequency** to **On** if you want to limit the number of times a trigger can fire for each customer from this triggers campaign.

If you have turned the **Contact frequency** on, specify the maximum number of times that the trigger can be fired for each user by this campaign per day, per week, or per month.

5. Select the type of trigger this campaign should use. See [Daily triggers](#) for information.
 - For [In-session triggers](#), specify how long (in minutes) the visitor needs to be inactive for on your site before the trigger can fire.
 - Unless stated otherwise, [Daily triggers](#) monitor the last 30 days of data. As soon as the trigger criteria are satisfied, the trigger fires.
 - You can use **Additional trigger actions** alone or in combination with an **In-session trigger**.
 - You can specify whether the customer must have visited a certain page type a specified number of times.
 - You can specify a URL (or a keyword from a URL) from your site that the customer must have visited.



Note: The order of additional trigger actions does not matter.



Note: To add a criterion, where the user must have NOT visited a certain page type or URL, you can enter the number of viewings as 0 (zero).

6. Click **Save campaign** when you have completed your specifications.
7. The initial state of a newly created trigger is **OFF**. To activate it, go to the **Campaigns** overview page and click the play button ▶ next to the campaign name.

In the following example, the new trigger campaign specifies the following:

- For any visitor, the trigger fires no more than 1 time per day, and no more than 3 times per week, and no more than 8 times per month (whichever limit is reached first).
- The visitor must have abandoned their basket, (that is, placed at least one item in the basket and not completed the order), after being inactive for (in this case) 30 minutes.
- The visitor must have visited a category page at least once.
- You also can add a specific URL match. In this case, the visitor must have visited a page with the string **promo123** somewhere in the URL.
- If all these criteria are satisfied, the trigger fires (unless prevented by the **Global contact frequency** restriction).

The screenshot shows the 'Configure your Trigger campaign' interface. At the top, there are tabs for 'Campaigns' and 'Configuration'. The campaign name is 'Targeted discounts campaign' and the ESP action is 'My add to group ac'. The start date is '04/11/2017'. The contact frequency is set to 'On' with options for '1 per day', '5 per week', and '8 per month'. The wait time is '30' minutes. Under 'In-session triggers', 'Abandoned basket' is selected. Under 'Additional trigger actions', 'Category page' and 'Specific page' (with URL 'promo123') are selected, both with a viewings count of '1'. Under 'Daily triggers', 'Targeted discounts (last 30 days)' is selected. At the bottom right, there are 'Save campaign' and 'Cancel' buttons.

Setting up an ESP connection

Episerver must connect to the ESP's API so that when Triggered Messages is fired, Episerver can alert the ESP to perform an action.

1. To set up the connection, go to **Triggers** in your for the Personalization Portal account.
2. Select the **New campaign** tab and then click **ESP connections** in the top right.

The screenshot shows the 'Configure your Trigger campaign' page in the Episerver Personalization Portal. The navigation bar at the top includes 'Reports', 'Merchandising', 'Mail', 'Triggers', and 'Promote'. The 'Triggers' menu is active. Below the navigation, there are tabs for 'Campaigns' and 'New campaign'. A notification banner says 'Set up a connection to your...'. The main content area is titled 'Configure your Trigger campaign'. It features several input fields: 'Campaign name' (with a help icon), 'ESP action' (a dropdown menu currently showing 'Please select'), 'Start date' (set to 02/10/2017), and 'End date'. A red error message below the ESP action field reads 'Please provide an ESP Action for this Trigger.' There is a 'Contact frequency' toggle set to 'Off' and a 'How many minutes to wait' input field. The triggers are categorized into 'In-session triggers' (Abandoned checkout, Abandoned basket, Abandoned browse), 'Daily triggers' (Targeted discounts, High product interest, Post purchase, Low-in-stock abandoned-basket), and 'Additional trigger actions' (Home page, Category page, Product page, Basket page, Order page, Specific page). Each trigger has a checkbox and a 'Viewings' input field. At the bottom, there is a 'Save campaign' button and a 'Cancel' button. The footer shows '© 2017 Episerver'.

3. Edit an existing connection or create a new one. To create a new connection, click **Add an ESP connection**. The **Manage your ESP connections** screen appears.

The screenshot shows the 'Configure your Trigger campaign' interface. At the top, there are tabs for 'Campaigns' and 'New campaign'. Below this, the main heading is 'Configure your Trigger campaign'. On the right side, there are links for 'ESP actions' and 'ESP connections'. The main section is titled 'Manage your ESP connections' and includes a '+ Add an ESP connection' button. The form contains the following fields:

- Connection name: My ESP connection
- Name of ESP: My ESP (dropdown menu)
- ESP username: John.Doe@example.com
- ESP realm: http://My-ESP-realm.com
- ESP password: [masked]

 At the bottom right, there are buttons for 'Test ESP connection', 'Save ESP connection', and 'Cancel'.

4. To create a connection:
 - a. Enter your API credentials for your ESP account (such as username, password, database, realm, API token).
 - b. Click **Test ESP connection** to test the connection.
 - c. Click **Save ESP connection**.

Setting up an ESP action

1. To set up the action, go to **Triggers** in your for the Personalization Portal account and open a new or existing campaign.
2. Click **ESP actions**. You can either edit an existing ESP action or create a new one. Make sure it uses the connection that you require, for example, the one you created or edited in [Setting up an ESP connection](#).

The screenshot shows the 'Configure your Trigger campaign' interface. At the top, there are tabs for 'Campaigns' and 'New campaign'. Below this, the main heading is 'Configure your Trigger campaign'. On the right side, there are links for 'ESP actions' and 'ESP connections'. The 'ESP actions' link is circled in red. A notification banner at the top right says 'Set up the action for your ESP to perform.'. The main section is titled 'Manage your ESP actions' and includes a '+ Add an ESP action' button. Below this, there is a table with the following columns:

| ESP action name | ESP connection name | ESP action type | Edit - Delete |
|-----------------|---------------------|-----------------|---------------|
|-----------------|---------------------|-----------------|---------------|

3. To create a new action, click **Add an ESP action**.
4. Choose your preferred **ESP action type** from the available options and enter the required details (such as **Group ID**, **List ID**, **Message ID**, **Database**); the values of which

are available from your ESP portal.

Note: These fields are dynamic and differ depending on the chosen **ESP connection** and the chosen **ESP action type**.

Available action types are as follows:

Note: Depending on the features supported by your ESP platform, some of these actions may not be available for your chosen connection.

- **Add user to group.** A fired trigger tells the ESP to add a user's email address to the email group or list with the specified **Group ID** or **List ID**. If there are ESP-level triggers on the list, they are activated by this step. This action just adds a user's email addresses to a list; it does not send those users any emails.
- **Remove user from group.** Removes a user's email address from the group or list.
- **Send message.** A fired trigger tells the ESP to send the message with the specified **Message ID** to the user.

Warning: Depending on your ESP, **Send message** may not check whether the user has opted in to the emailing scheme, so use it with caution.

5. After you created your ESP action, test it and save it.

Linking to a specific basket

Episerver can integrate links from an email recommendation to a particular basket of the recipient. To enable this feature, contact customer service.

For developer information, see [Link to a specific basket](#) on Episerver World.

Managing Triggered Messages campaigns

Go to **Triggers** in your for the Personalization Portal account and select the **Campaigns** tab.

This page allows you to do the following:

- **Edit.** Click **Edit**  or on a Triggered Messages campaign name to open the configuration page for that campaign so you can edit it.
- **Status.** Click **Activate it**  to switch on a campaign or **Pause it**  to switch off a campaign. The initial state of a newly created Triggered Messages is paused.
- **Delete.** Click **Delete**  to delete a campaign. A confirmation box appears.

Prioritizing trigger campaigns

On the **Campaigns** page, you can sort your Triggered Messages campaigns in the order you want for them to be fired, with those at the top of the table having the highest priority, and those at the bottom the lowest. Trigger prioritization occurs whenever two or more triggers criteria are met at the same time. The priority order is especially important if you restrict the number of times a trigger can fire for any one customer (by defining a [Managing Triggered Messages campaigns](#)).

After a campaign's trigger fires, only the trigger from a trigger campaign higher up in the table can fire that day (if it does not exceed the **Global contact frequency**). So, in the table of trigger campaigns in the for the Personalization Portal, if one of the triggers fires, any trigger below it in the list is prevented from firing that day (resets at 00:00 UK time).

Daily triggers are analyzed once a day, and the same daily trigger can fire more than once. For in-session triggers, when using the **Send message** ESP action, only one in-session trigger is allowed per session; when using the **Add user to group** and **Remove user from group** ESP actions, multiple in-session triggers can fire per session.

To re-order the priority of your trigger campaigns click on the button  to the left of a campaign's name in the **Priority** column, and drag the campaign to the desired position in the table.

Campaigns **New campaign**

Configure your Trigger campaign Create a new campaign

Global contact frequency: On Off 2 per day 14 per week 42 per month

| Priority | Campaign name | ESP action name | Time to wait | Monitoring period | Contact frequency | Edit - Status - Delete |
|----------|-----------------------------|------------------------|--------------|-------------------|--|------------------------|
| 1 | Targeted discounts campaign | My add to group action | 30 minutes | in session | 1 per day 5 per week 8 per month | |
| 2 | Abandoned checkout | Send message action | 30 minutes | in session | Off | |
| 3 | Abandoned basket | My add to group action | 45 minutes | in session | 1 per day 3 per week 8 per month | |
| 4 | Abandoned browse | Remove user | 80 minutes | in session | 1 per day 10 per week 35 per month | |

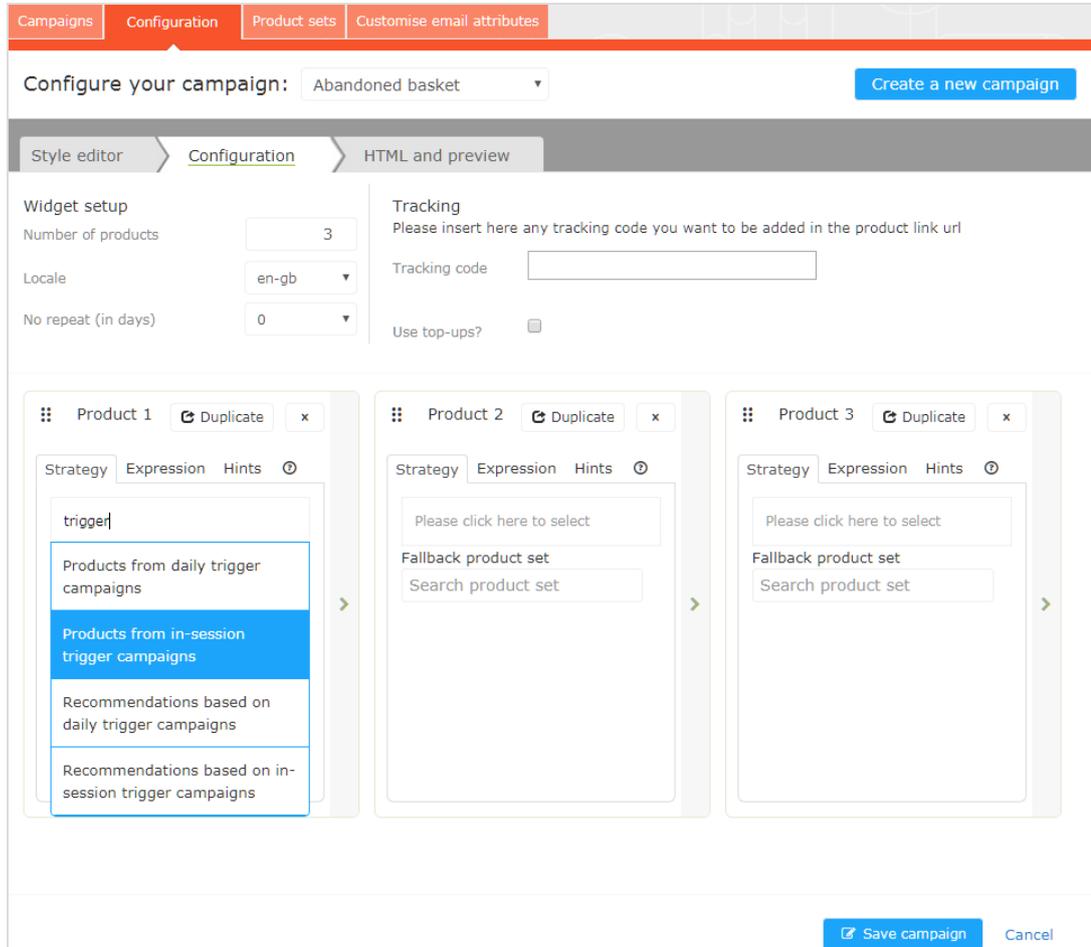
Setting up a triggered Email Product Recommendations campaign

You can create an Email Product Recommendations campaign to return abandoned or personalized product recommendations in the email template that is sent to users for whom a trigger was fired. For information about creating a Email Recommendations campaign, see .

In the Episerver for the Personalization Portal, select the **Mail > New campaign** tab and follow the steps.

1. **Style editor.** Create the styling for the product information image of the abandoned or recommended products that will be displayed in the email.
2. **Configuration.** Select how many products you want to appear in the email campaign, specify localization settings, add third-party tracking code, and configure recommendation strategies. You have the following trigger-specific Email Recommendations strategies available:
 - **Products from daily trigger campaigns.** Returns the products from your daily trigger campaign, such as Targeted discounts, High product interest, Post purchase, Low-in-stock Abandoned-basket.
 - **Products from in-session trigger campaigns.** Returns the abandoned products from your in-session trigger campaign, such as Abandoned basket, Abandoned browse, Abandoned checkout.
 - **Recommendations based on daily trigger campaigns.** Returns related products based on the trigger used, such as Targeted discounts, High product interest, Post purchase, Low-in-stock Abandoned-basket.
 - **Recommendations based on in-session trigger campaigns.** Returns related products based on the trigger used, such as Abandoned basket, browse or

checkout, for the current session.



3. **HTML and preview.** Generate the code to copy and insert into your email template later, and preview the output of your Email Product Recommendations campaign. Select the correct ESP in the **Email service provider** drop-down list, so that the correct placeholders are automatically populated in the variables fields. Click **Generate code**. You must insert the generated HTML code into the email template in your ESP account.

Style editor
Configuration
HTML and preview
?

Generate HTML code

Email service provider Episerver Campaign

Variables

| | |
|--|--|
| Email address | Trigger fire ID |
| <input style="border: 1px solid #ccc;" type="text" value="{recipientid}"/> | <input style="border: 1px solid #ccc;" type="text" value="{externaltriggerid}"/> |

```

<!-- RECOMMENDATION #1 -->
<!-- Recommendation link and image for recommendation #1 -->
<a href="https://abcde.episerver.net/tracker/er/link.page?e={recipientid}&site=sales_uk&wid=77901&rno=0&triggerFireId={externaltriggerid}"></a>

    <!-- Product information link and image for recommendation #1 -->
    <a href="https://abcde.episerver.net/tracker/er/link.page?e={recipientid}&site=sales_uk&wid=77901&rno=0&triggerFireId={externaltriggerid}"></a>
    <!-- RECOMMENDATION #2 -->
    <!-- Recommendation link and image for recommendation #2 -->
    <a href="https://abcde.episerver.net/tracker/er/link.page?e={recipientid}&site=sales_uk&wid=77901&rno=1&triggerFireId={externaltriggerid}"></a>

    <!-- Product information link and image for recommendation #2 -->
    <a href="https://abcde.episerver.net/tracker/er/link.page?e={recipientid}&site=sales_uk&wid=77901&rno=1&triggerFireId={externaltriggerid}"></a>
                
```

Preview or send a test email

Cancel

Preview or send a test email

[Preview email](#) [Send test email](#)

Hello,
This is an example of what the Episerver recommendations widget will look like in an email.



Valencia Bed Linen Collection
£ 15.00



Savoy Bed Linen Collection
£ 25.00

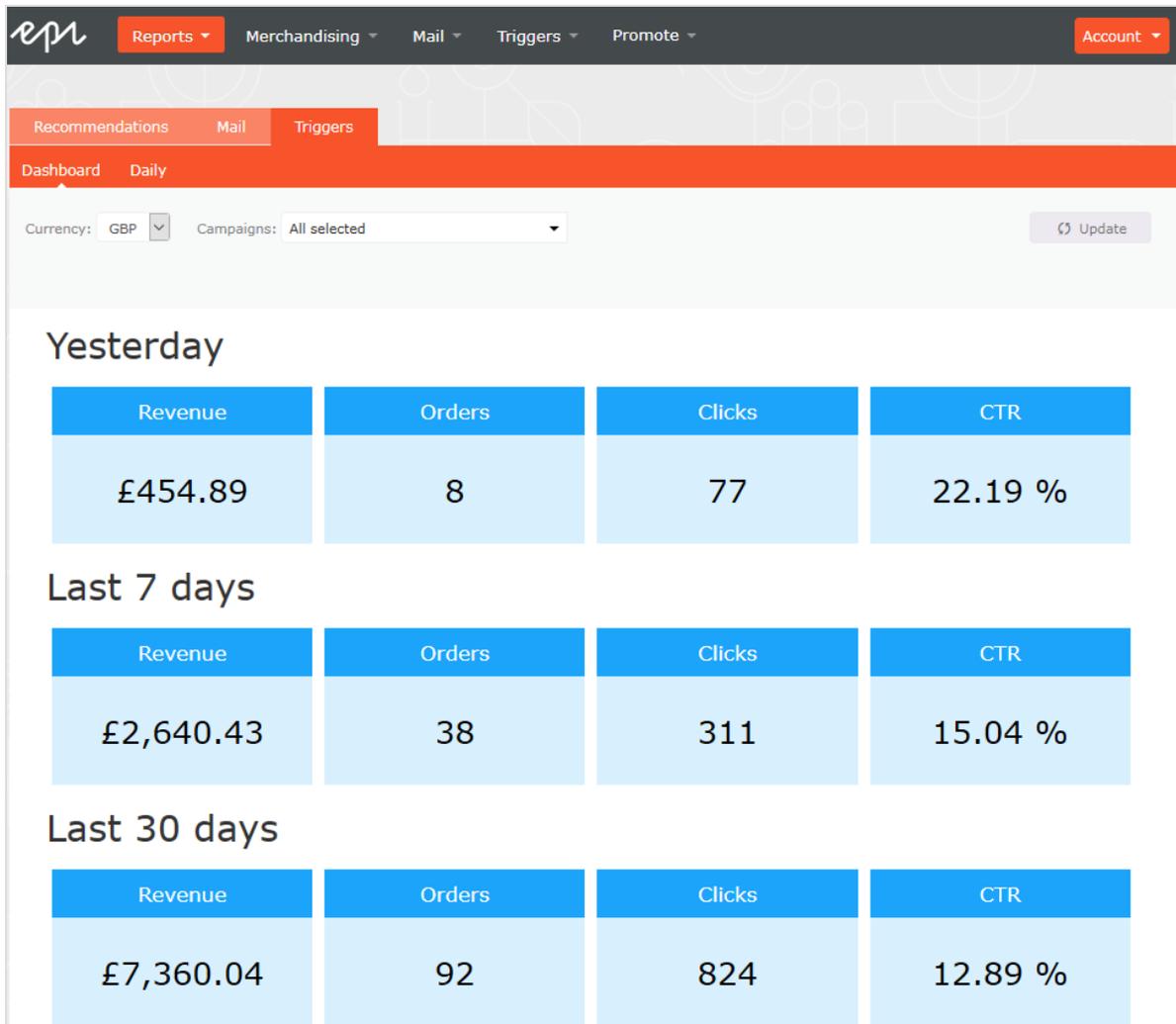


Wired Gold Ribbon - 5m
£ 6.00

[Detailed information](#)

Triggered messages reports in Episerver

In the Reports section in the for the Personalization Portal, a Triggers dashboard shows the revenue, orders, clicks, and click-through-rate for your Triggered Messages campaigns.



Also, there is a daily report that shows how many website sessions fired a trigger, how many triggered emails were viewed, and how many products were purchased through a Episerver-generated link from those emails. This is reported for each trigger and broken down to daily reporting.

The screenshot displays the Episerver Reports interface. At the top, there is a navigation bar with the Episerver logo and menu items: Reports, Merchandising, Mail, Triggers, Promote, and Account. Below this, there are sub-navigation tabs for Recommendations, Mail, and Triggers. The main content area shows a 'Daily' dashboard with filters for Time range (Week, Month, 3 Months) and Currency (GBP). A table below the filters lists triggered message categories with columns for Name, Date, Fired, Impressions, Clicks, Orders, and Revenue. The table includes a total row and three rows for 'Abandoned' categories.

| Name | Date | Fired | Impressions | Clicks | Orders | Revenue |
|--------------------|------|-------|-------------|--------|--------|-----------|
| Total: | | 11351 | 6,460 | 836 | 92 | £7,244.99 |
| Abandoned basket | - | 2397 | 1,286 | 180 | 25 | £1,793.45 |
| Abandoned browse | - | 7277 | 4,126 | 508 | 31 | £2,303.96 |
| Abandoned checkout | - | 1677 | 1,048 | 148 | 36 | £3,147.58 |
| Total: | | 11351 | 6,460 | 836 | 92 | £7,244.99 |

Using email triggers with Episerver Campaign

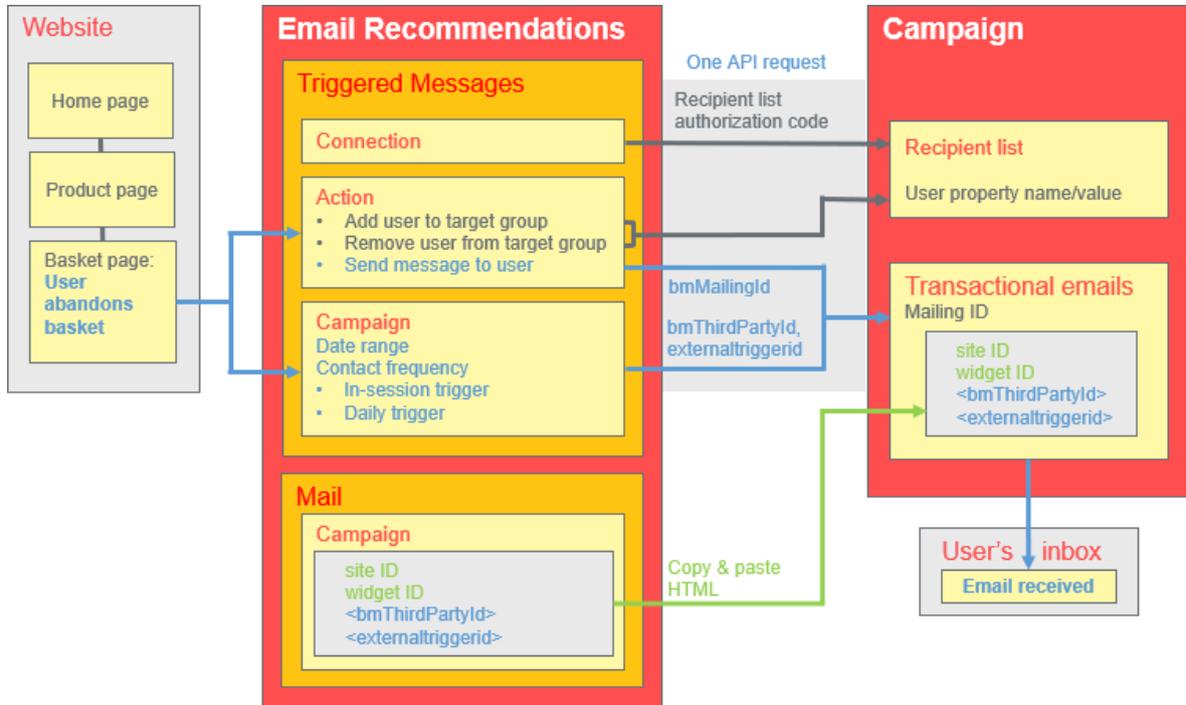
This topic describes how to connect Triggered Messages to Episerver Campaign.

Note: To use Triggered Messages with Episerver Campaign, your system administrator or developer must configure tracking first as described in the [technical documentation on Episerver World](#). When tracking is configured, you can continue to set up Triggered Messages following the steps described here.

Sending triggered emails

You need to create a mailing campaign in Episerver Campaign, and campaigns in both Triggered Messages and Email Product Recommendations. In Triggered Messages, you also need to create a connection to your recipient list in Episerver Campaign and specify the appropriate action to take.

The following image shows the flow, through Triggered Messages and Episerver Campaign, when a user abandons their basket triggering an email to be sent to them directly.



To set up the Triggered Messages-to-Campaign integration, do the following.

- **Episerver for the Personalization Portal > Triggers**, set up the following:
 - **ESP connection** to connect to the Episerver Campaign HTTP API. Enter the **Recipient list authorization code**, which is a token giving authorization access to a particular recipient list. See [Retrieving the Recipient list authorization code](#) and also [Setting up an ESP connection](#).
 - **ESP action** to set up one of the following actions:
 - **Send Message**. Specify a **Mailing ID** for the email template in Episerver Campaign. The previous image shows this action being used. See [Creating a Send message action](#) and also [Setting up an ESP action](#).
 - **Add user to target group**. Specify a **User property name** and a **User property value**. See [Creating an Add user to target group action](#).
 - **Remove user from target group**. Specify a **User property name**. See [Creating a Remove user from group action](#).
 - [Setting up a Triggered Messages campaign](#) with a specific strategy, such as *Abandoned basket*.

- **Episerver Campaign portal**, set up the following:
 - **Recipient list**, which include a Recipient list authorization code.

Note: To receive an email from Triggered Messages, the end user must exist in this Recipient list (which contains only end users who have opted-in).

- **Transactional mail campaign**, which will have a Mailing ID.
- Set up an associated transactional mail campaign in Episerver Campaign by [copying the generated HTML code](#) from Email Product Recommendations and pasting it into the email template (with that **Mailing ID**) on the Episerver Campaign portal. The HTML code contains placeholders that the ESP (that is, Episerver Campaign) replaces with the actual values for each email sent.

When an Episerver trigger fires, using the Episerver Campaign HTTP API, Triggered Messages sends Episerver Campaign the following for a **Send Message** action:

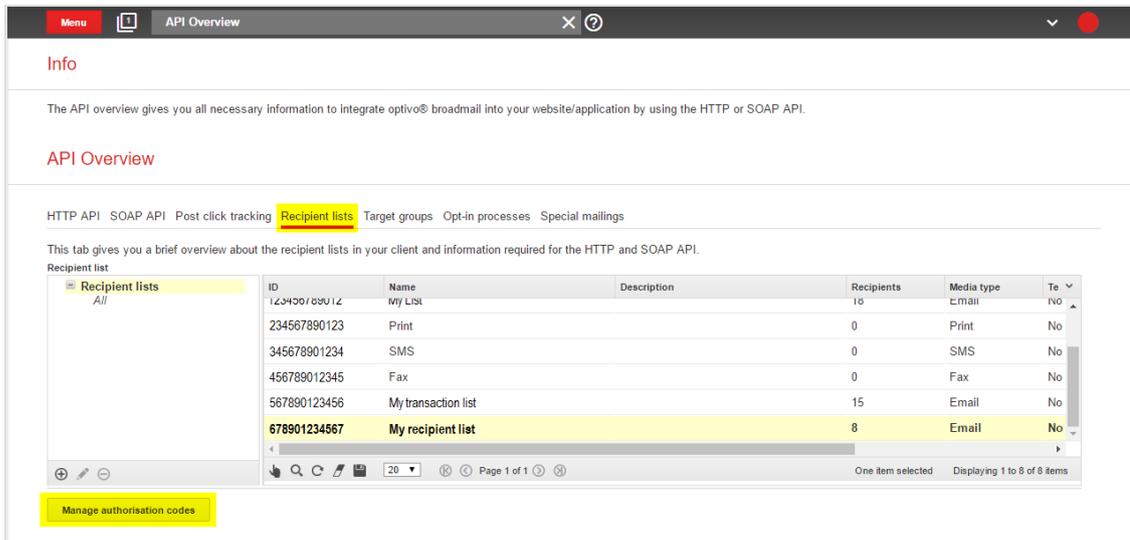
- **Recipient list authorization code.** A Recipient list authorization code creates a connection between Episerver Campaign and the for the Personalization Portal, and adds the **triggerFireId** to a user's entry in the recipient list.
- **Mailing ID.** For **Send Message**, for that **Mailing ID**, Episerver Campaign replaces the placeholders in the Email Product Recommendations template HTML code with the values sent in the API request.
 - **triggerFireId.** Replaced with the ID of the Triggered Messages campaign sent in the API request.
 - Either of the following:
 - **recipientId.** Replaced with the user's email address sent in the API request.
 - **bmThirdPartyId.** Replaced with the user's email address mapped from their pseudonymized user ID.

Retrieving the Recipient list authorization code

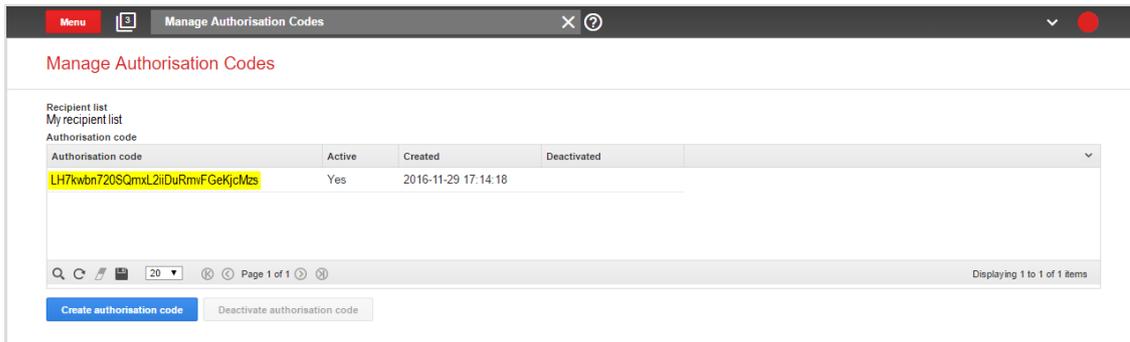
To retrieve the Recipient list authorization code:

1. In Episerver Campaign, from the start menu, go to **Administration > API overview**.
2. Select **Recipient lists** to show its table.
3. Select your recipient list from the table.

4. Click **Manage authorization codes**.



5. From the **Manage Authorization Codes** view, copy the authorization code.



6. Paste the authorization code into the Personalization Portal, on the **Triggers > New campaign > ESP connections** page.

The screenshot shows the Episerver Campaign interface for configuring a trigger campaign. The top navigation bar includes 'Reports', 'Recommendations', 'Mail', and 'Triggers'. A success message 'Test passed successfully!' is displayed. The main section is 'Manage your ESP connections', which contains a form with fields for 'Connection name' (Test Connection), 'Name of ESP' (Episerver Campaign), and 'Recipient list authorization code'. A red oval highlights the 'Recipient list authorization code' field. Buttons for 'Add an ESP connection', 'Test ESP connection', 'Save ESP connection', and 'Cancel' are visible.

7. Enter the connection name.
8. Select **Episerver Campaign** as the name of your ESP.
9. Click **Test ESP connection**.
10. If the connection was successful, click **Save ESP connection**.

Linking to a specific basket

Episerver can integrate links from an email recommendation to a particular basket of the recipient. To enable this feature, contact customer service.

For developer information, see [Linking to a specific basket](#) on Episerver World.

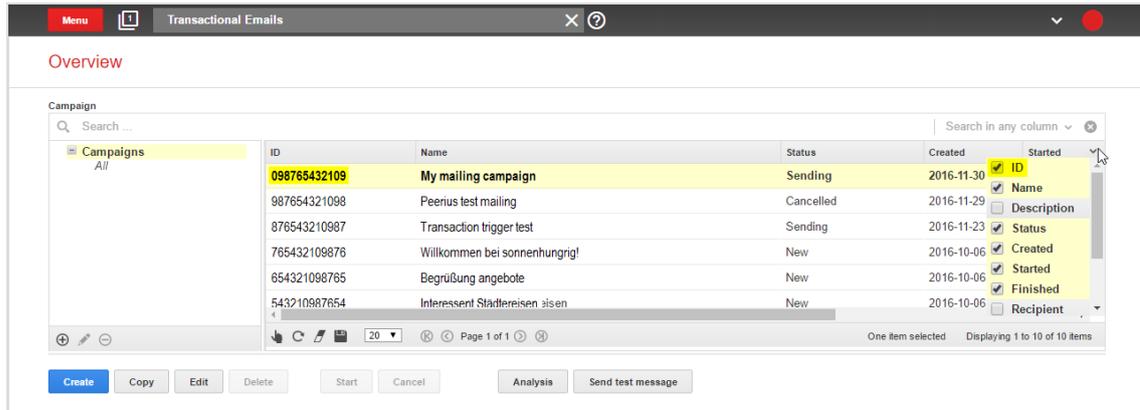
Creating an ESP action

See also [Setting up an ESP action](#).

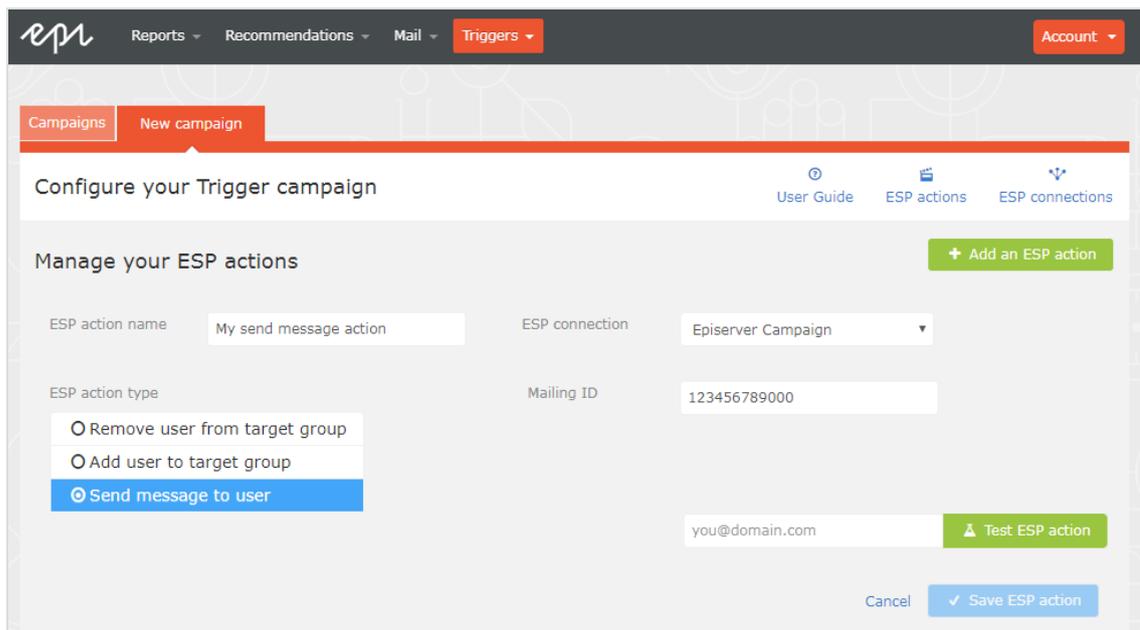
Creating a Send message action

To send messages using Triggered Messages directly to users, you need to provide the **Mailing ID** of the Episerver Campaign campaign on the Triggers ESP action page. You can retrieve the **Mailing ID** by following these steps:

1. In Episerver Campaign from the start menu, go to **Campaigns > Transactional mails**.
2. Copy the **Mailing ID** for your campaign from the ID column.



3. In the Personalization Portal, go to **Triggers > New campaign > ESP actions** page and paste the **Mailing ID**.



- a. **ESP action name.** Enter the action name.
- b. **ESP connection.** Select the connection that you created earlier.
- c. **ESP action type.** Select **Send message to user**.
- d. **Mailing ID.** Enter the campaign Mailing ID.
- e. **Test ESP action.** Enter the email address of the email recipient and click **Test ESP action**.

4. If the test is successful, click **Save ESP action**.

Creating an Add user to target group action

1. In the Personalization Portal, go to **Triggers > New campaign > ESP actions** page.

The screenshot shows the 'Configure your Trigger campaign' page in the Episerver Campaign interface. The page has a navigation bar with 'Reports', 'Recommendations', 'Mail', and 'Triggers' (selected), and an 'Account' dropdown. Below the navigation, there are tabs for 'Campaigns' and 'New campaign'. The main content area is titled 'Configure your Trigger campaign' and includes links for 'User Guide', 'ESP actions', and 'ESP connections'. The 'Manage your ESP actions' section features a '+ Add an ESP action' button. The configuration form includes:

- ESP action name:** My add user to group action
- ESP connection:** Episerver Campaign
- ESP action type:** Radio buttons for 'Remove user from target group', 'Add user to target group' (selected), and 'Send message to user'.
- User property name:** language
- User property value:** en
- Test ESP action:** A button with a play icon and a text input field containing 'you@domain.com'.
- Save ESP action:** A blue button with a checkmark icon.

- a. **ESP action name.** Enter the action name.
 - b. **ESP action type.** Select **Add user to target group**.
 - c. **ESP connection.** Select the connection that you created earlier.
 - d. **User property name.** The name of the user property in your recipient list that you want Triggered Messages to update. The name you specify must match exactly the *internal name* of the field in your recipient list.
 - e. **User property value.** The value of the user property given in the previous step. In this example, the User property name is *language* and the User property value is the language code of the user, (*en* in this case). The language code configures email campaigns that feed the products into the email with the correct currency for each language, and ensures the titles are displayed in the correct language and the prices are in the correct currency. For ambiguous language codes, such as English (which can have different currencies in the US and UK, for example), Episerver Campaign performs an additional check on the user information to use the correct currency.
 - f. **Test ESP action.** Enter your email address of the user and click **Test ESP action**.
2. If the test is successful, click **Save ESP action**.

Create a Remove user from target group action

1. In the Personalization Portal, go to **Triggers > New campaign > ESP actions** page.

The screenshot shows the 'Configure your Trigger campaign' page in the Episerver Personalization Portal. The 'Manage your ESP actions' section is active, displaying a form to create a new ESP action. The form includes the following fields and options:

- ESP action name:** My remove user from group action
- ESP connection:** Episerver Campaign
- ESP action type:**
 - Remove user from target group
 - Add user to target group
 - Send message to user
- User property name:** language
- Test ESP action:** A button with a green triangle icon, next to the email address 'you@domain.com'.
- Save ESP action:** A blue button with a checkmark icon.

- a. **ESP action name.** Enter the action name.
 - b. **ESP action type.** Select **Remove user from target group**.
 - c. **ESP connection.** Select the connection that you created earlier.
 - d. **User property name.** The name of the user property in your recipient list that you want Triggered Messages to update. The name you specify must match exactly the *internal name* of the field in your recipient list (*language* in this example).
 - e. **Test ESP action.** Enter the email address of the user and click Test ESP action.
2. If the test is successful, click **Save ESP action**.

Setting up an email campaign in Episerver

The following procedure shows how to generate HTML code to copy from Episerver Email Product Recommendations into a mailing in the Episerver portal.

1. In the for the Personalization Portal, go to **Mail > Campaigns**.
2. Select and open your Email Product Recommendations campaign.
3. In the **Configuration** tab, choose a trigger strategy.

4. Go to the **HTML and preview** tab.
5. Select **Episerver Campaign** as the **Email service provider**.
6. Click **Generate code**.
7. Copy the HTML code displayed in the window.

The screenshot shows the 'Configure your Mail campaign' interface. The 'HTML and preview' tab is selected. The 'Email service provider' is set to 'Episerver Campaign'. The 'Variables' section shows 'Email address' as '{recipientid}' and 'Trigger fire ID' as '{externaltriggerid}'. The 'Generate HTML code' section displays the following HTML code:

```
<!-- RECOMMENDATION #1 -->
<!-- recommendation link and image for recommendation #1 -->
<a href="https://abcde.episerver.net/link.page?e={recipientid}&site=clientsite&wid=a1b2c3d4&rno=0&triggerFireId={externaltriggerid}"></a>

<!-- product information link and image for recommendation #1 -->
<a href="https://abcde.episerver.net/link.page?e={recipientid}&site=clientsite&wid=a1b2c3d4&rno=0&triggerFireId={externaltriggerid}"></a>

<!-- RECOMMENDATION #2 -->
<!-- recommendation link and image for recommendation #2 -->
<a href="https://abcde.episerver.net/link.page?e={recipientid}&site=clientsite&wid=a1b2c3d4&rno=1&triggerFireId={externaltriggerid}"></a>

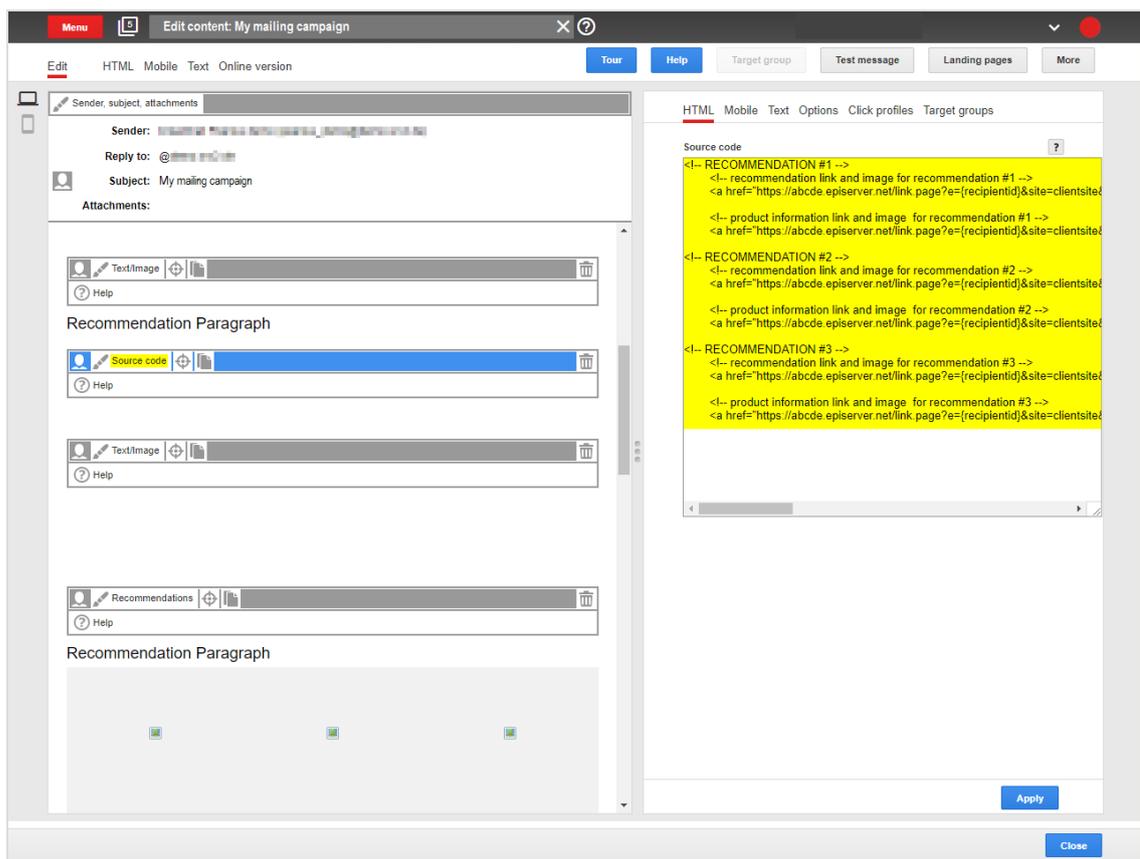
<!-- product information link and image for recommendation #2 -->
<a href="https://abcde.episerver.net/link.page?e={recipientid}&site=clientsite&wid=a1b2c3d4&rno=1&triggerFireId={externaltriggerid}"></a>
```

Below the code is a 'Generate code' button. The 'Preview or send a test email' section shows an email address field with 'you@yourcompany.com' and buttons for 'Preview email' and 'Send test email'. At the bottom right, there are 'Save campaign' and 'Cancel' buttons.

8. Go to Episerver Campaign.

Note: To create a new mailing in Episerver Campaign, go to **Campaigns > Transactional mails** and following the instructions in Transactional mails in the Episerver User Guide.

9. From the Episerver Campaign start menu, go to **Campaigns > Transactional emails**.
10. Select your email campaign.
11. Click **Edit**.
12. In the flow diagram that opens, click the campaign and click **Edit** (pencil icon).
13. Click **Edit content**.
14. In the editor, add or find the **Source Code** paragraph where you want to insert the Episerver recommendations. In the following image, a separate **Text/Image paragraph** was added above for the heading *Recommendation Paragraph*.
15. Click **Source code**.
16. Paste the HTML code (copied in step 6) into the right-hand panel:



17. Click **Apply**.

Episerver Digital Experience Cloud

The Episerver Digital Experience Cloud™ unifies digital content, commerce and marketing in one platform, including omnichannel solutions for intelligent campaigns. The platform uses artificial intelligence and behavioral analytics to deliver personalized experiences everywhere. With our secure, reliable platform you can quickly increase engagement, revenue and productivity, while getting the fastest time to value.

About Episerver

At Episerver, we believe digital transformation is a journey. We have been guiding customers for more than 20 years in providing standout digital experiences. Today our network of 880 partners, in 30 countries, supports 8,000 customers and over 30,000 websites. Founded in 1994, Episerver has offices in the US, UK, Sweden, Australia, Germany, Denmark, Finland, Norway, Poland, the Netherlands, Spain, South Africa, Singapore, Vietnam and the UAE.

For more information, visit [episerver.com](https://www.episerver.com).



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