

Right now is a good time to start making your internal preparations for the upcoming busy holiday season. Below are some Acoustic Campaign tips to consider while your organization gets ready.

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Preparing your team for the holidays

Please confirm:

- Your Org Admin is available during your peak and busy days.
 - It's good practice to have a backup or multiple Org Admins to ensure proper coverage.
- Your internal team is aware of your Org Admin(s) and how to contact them.
- You have Support Portal access: <https://portal.silverpop.com/Portal/www/login.php>
- You are signed up for Maintenance and Outage Notifications: <https://www.pages03.net/ibm-supportstrategyandsvcs/WCA>
- Your user login passwords are up-to-date.
- You've bookmarked and/or downloaded the Acoustic Campaign Support guide for useful information, such as contact numbers and escalation processes
 - <https://developer.ibm.com/customer-engagement/wp-content/uploads/sites/106/2019/05/Acoustic-Support-Handbook.pdf>





Acoustic Campaign Platform

- Ensure your teams are aware of:
 - Acoustic Campaign platform campaigns/program setup (Mailings, Automated Programs, SMS).
 - Any integrations (i.e. Acoustic Exchange, Unica Campaign).
 - Your company's internal holiday processes (e.g. on-call processes, appropriate Acoustic Campaign knowledge transfer for on-call teams).
 - How to raise a support case: <https://developer.ibm.com/customer-engagement/wp-content/uploads/sites/106/2019/05/Acoustic-Support-Handbook.pdf>
 - Your documented Acoustic Campaign platform processes (i.e. your runbook) for reference, including:
 - Data import
 - API
 - Integration
 - Any other key setup details for campaigns, programs, etc.
- Ensure you preprocess your time-sensitive mailings in advance.
- Ensure you've tested and approved any new campaigns and programs.
- Ensure you set up and test any integrations like Acoustic Exchange and Unica Campaign well in advance of your peak period.
- Optimize your queries by building, testing, and calculating your queries before the holidays to ensure the expected contacts are returned and performance is as needed.



Mobile Push

- Upgrade to the latest stable Acoustic Campaign Push SDK with the newest feature support
 - SDK Release Notes
<https://developer.ibm.com/customer-engagement/2017/06/05/5864-2/>
 - Guides
<https://developer.ibm.com/customer-engagement/mobile-app-messaging/>
- Ensure your app is stable moving into your peak season.
 - Be sure to test and release to your end users well in advance of your peak season to ensure the greatest success.
- It's generally a good practice not to release a new mobile app before a major event, holiday, or over a weekend.



SMS

- Ensure your short and long codes are set up, activated and ready well in advance of peak periods.





CRM Integration

- If using TIBCO Scribe Online for any of your Acoustic Campaign integrations (Microsoft Dynamics CRM, SugarCRM, etc.), sign up for TIBCO Scribe outage and maintenance alerts via TIBCO Scribe's trust site: <https://trust.scribesoft.com/>
- Ensure any major data syncs are completed with plenty of time in advance of any peak periods.
- Plan any CRM upgrades and test any new integration features well in advance or after your peak periods.
- Talk with your TIBCO Scribe Online administrators and be sure that [email notifications](#) are being monitored.
- Monitor your Salesforce.com integration periodically within the "Status" screen in Acoustic Campaign.
- Ensure the "Principal" Acoustic Campaign User is monitoring their Acoustic Campaign Notification email inbox. Should the Lead/Contact/Account sync fail for 24hrs, an email notification will only be sent to the "Principal" Acoustic Campaign User.
- Allow time for adding new field mappings which require a mass re-sync for existing records. Perform these mapping changes well in advance of the time you will need this data for Acoustic Campaign segmentation/personalization/etc.



Deliverability

As email marketers, we must be sure we're properly planning and preparing for our peak or holiday seasons where we intend to increase our mailings above and beyond our normal everyday/weekly mailings. Below you'll find some general guidance, advice, and additional articles that will help you with these challenging and exciting times so you have the most successful campaigns possible.

- Practice good data hygiene and proper acquisition methods to include opt-in methods for your subscribers. You want to ensure you're not encountering high bounce rates, high abuse complaints or spam traps.
- Have a call to action that recipients will find hard to refuse. Include incentives, create an air of curiosity--something that drives the user to open the email and click through to your site.
- Plan accordingly with the volumes you plan to send and start gradually. You want to ensure that the ISPs do not see a huge, unexpected spike in volume as this could cause throttling, or even worse, blocking.
 - Consider timing of when you send your campaigns and consider sending early before the planned event or holiday. It's important to understand that if you don't plan accordingly and ramp up the volumes slowly--and end up getting blocked, throttled and taking a hit to your reputation--it could take a long time and major effort to get unblocked and rebuild your reputation. **This cannot be fixed or resolved overnight and typically takes weeks and sometimes months to recover.**
- Deliverability articles that provide further guidance and best practices
 - [How to Get Your Email Marketing Program Holiday-Ready](#)
 - [The 250ok Email Experts Series tackles holiday marketing email readiness](#)
 - [Email Deliverability Best Practices for the Holidays](#)





Acoustic Social Audience

- ❑ Browse to Social Audiences from the Acoustic Campaign menu by selecting Applications then Social Audiences or by using the [Social Audiences](#) link.
- ❑ Social Audiences currently supports Facebook, Instagram, Google Ads, Twitter and LinkedIn.
 - Facebook and Twitter take time to update audiences based on the size. It is recommended that you wait a few hours before you check for updates again.
 - Facebook Lookalike Audiences can take up to 24 hours for updates to appear.
- ❑ Ensure enough funds have been added to source accounts or you may not be able to create ads.
 - If you see an error “No available audiences” it means you have an audience that does not reach the limit that is required by Facebook or Twitter, you are not able to use an existing audience to create an audience. The audience is also not available on the targeting campaign.
- ❑ In order to pull the ad accounts from your Facebook Business account, you must be the Account Admin for each of those Ad accounts.
 - To confirm/change this setting, please open your Facebook Business account.
 - Navigate from the top left menu bar to Business Settings (Under Settings) > Ad Accounts (Under Accounts).
 - Make sure the person associated with your Social Audiences account is listed as the "Ad account admin."
- ❑ Bookmark the Acoustic Social Audiences Knowledge Center for useful educational information
 - https://www.ibm.com/support/knowledgecenter/en/SSWU4L/SocialAudiences/SocialAudiences/KC_containers/social_audiences_documentation.html



Acoustic Performance Insights

- ❑ When opening a ticket with support, please ensure you include WCA ORG and POD information.
- ❑ If you have issues accessing Performance Insights, you can try:
 - Clearing cache/cookies
 - Using another browser (i.e. Firefox, Chrome etc.)
 - See if using browser in Private/Incognito mode helps
- ❑ For Audience creation, ensure you follow these steps in order:
 - Create queries to segment your DB
 - Share Audience with Performance Insights
 - Utilize in reporting
 - Note: Maximum of 10 audiences at a time.
- ❑ Not all Performance Insights accounts have been enabled for Mobile push reporting. If you require this enabled, please reach out to Acoustic Support team.
- ❑ Please bookmark and/or download the Acoustic Campaign Support guide for useful information, such as contact numbers and escalation processes:
- ❑ Bookmark the Acoustic Performance Insights Knowledge Center for useful educational information https://www.ibm.com/support/knowledgecenter/en/SS984P/PerformanceInsights/kc_welcome_performanceinsights.html



Acoustic Assistant

- ❑ Ensure the setup process has been followed by reviewing the Administrator Instructions: Acoustic Assistant for Campaign Setup
 - <https://community.ibm.com/community/user/marketingandcommerce/blogs/david-miller/2018/12/17/admin-set-up-watson-assistant-wca>
- ❑ You are familiar with commands by reviewing the Tips for Getting Started with Acoustic Assistant: <https://community.ibm.com/community/user/marketingandcommerce/blogs/david-miller/2018/12/17/tips-for-watson-assistant-1?CommunityKey=41311d32-e593-4357-9439-05fa38eb7901&tab=recentcommunityblogsdashboard>





Acoustic Campaign & HCL Unica Campaign Integration

Native Integration (Unica Campaign version 10.0.0.1 and above)

Please confirm:

- You and /or team know the Unica Campaign version you are using.
- Your Unica Campaign Administrator is available during your peak and busy days.
- Your user login passwords up to date and work.
- You have registered and have access to HCL support portal
 - https://hclpnpsupport.hcltech.com/csm?id=kb_article&sysparm_article=KB0010164
- Bookmark the Overview of the Unica Campaign and Acoustic Campaign (formally known as Engage) Integration Knowledge Center for useful educational information
 - https://www.ibm.com/support/knowledgecenter/SSCVKV_10.0.0/Campaign/Engage/Overview/Overview_camp_eng_no_offers.html

Toolkit (Unica Campaign Integration)

- You and/or your team have access to Acoustic Exchange (formally known as UBX) interface.
- You and /or team have Support Portal access: <https://portal.silverpop.com/Portal/www/login.php>
- Where possible, latest version of Toolkit has been installed.
- If you have multiple installations of Toolkit, ensure that you do not point to the same Acoustic Exchange Endpoint. Multiple Toolkit installations pointing to single Acoustic Exchange Endpoint could have unexpected event outcomes for events download.
- When scheduling eventsDownload script, ensure that there is no overlap between execution instances. For example, while a single instance of eventsDownload is running, do not allow another instance to run in parallel, as it may result in conditions where Toolkit attempts to process a file for download, where another instance has already deleted it.
- Toolkit generated assets can grow rapidly. Plan your backup strategies according to your usage requirements.
- Toolkit can be installed in any folder. But as a general guideline, do not give spaces in the name of directory or any of its parent directories.
- Any config changes (i.e. config.properties file) are restricted during this period.
- Bookmark the Toolkit Overview and Requirements
 - <https://developer.ibm.com/customer-engagement/docs/watson-marketing/ibm-universal-behavior-exchange-ubx/ubx-toolkit-overview-requirements/>
- Bookmark the Toolkit Installation and Configuration Guide
 - <https://developer.ibm.com/customer-engagement/tutorials/ubx-toolkit-installation-configuration/>

HCL Accelerator

- All Accelerator issues are now being handled by HCL support. Please ensure you have registered and know how to create a case with HCL Support
 - https://hclpnpsupport.hcltech.com/csm?id=kb_article&sysparm_article=KB0010164

