TRANSITIONING FROM ATMP TO ITM

Contents

1. Creation of the content

Depending on whether you are using HTML or Actito templates, the steps to create your content will vary. However, some steps are common to both.

When creating a transactional campaign in Actito, the first step will vary:

1.1. With HTML

To fit the Integrated Transactional Module (ITM), the HTML needs specific parameters that are different from those used in ATMP. Therefore, some modifications are needed to fit Actito ITM.

To operate the modifications, you will need to have the HTML of the campaign you want to use in ITM. If you do not have the HTML, you can retrieve it from ATMP.

Personalization

If the personalizations are located in a loop, please refer directly to the point called “**Loops**”.

The first step is to replace the parameters of your personalizations:

- [EMV DYN] needs to be replaced by ${
- [EMV /DYN] needs to be replaced by }

Therefore:

ATMP	ITM
[EMV DYN] *yourPersonalization* [EMV /DYN]	${*yourPersonalization*}
[EMV DYN] *firstName* [EMV /DYN]	${*firstName*}

Moreover, you need to delete those parameters from the top of your HTML, as is the case in the ATMP HTML. For example:

- [EMV HTMLPART] needs to be deleted
- And the part that starts with <!DOCTYPE… needs to be kept

Loops

In ATMP, it was necessary to create as many blocks as the number of items needed in the email. In ITM, this is done automatically through “loop blocks”. Therefore, only one block will be needed.

The **code** for a loop is the following one: <div data-actito-each="article:${articles}">

Each element of the loop should be written like this: ${article.name}

The beginning of the personalization inside a loop must have the start name of the loop, to make the link.

For example:

```
<div data-actito-each="article:${articles}">
<table role="presentation" cellspacing="0" cellpadding="0" border="0" class="module m-boucle-new" style="width: 100%; background-color: #E9E9E9; margin: 0px auto;" width="100%" bgcolor="#E9E9E9">
    <tr>
        <td style="vertical-align: top; text-align: center;" valign="top" align="center">
            <table role="presentation" cellspacing="0" cellpadding="0" border="0" class="row" style="width: 680px; background-color: #ffffff; margin: 0px auto;" width="680" bgcolor="#ffffff">
                <tr>
                    <td class="columns small-12" style="vertical-align: top; padding-bottom: 10px; width: 640px; padding-left: 20px; padding-right: 20px;" width="640" valign="top">
                        <table role="presentation" cellspacing="0" cellpadding="0" class="small-table-center c-article-table" style="margin: 0px auto; width: 640px;" width="640">
                            <tr>
                                <td class="txt-container" style="vertical-align: top; width: 510px;" width="510" valign="top">
                                    <table role="presentation" cellspacing="0" cellpadding="0" class="small-table-center c-sub-table" style="margin: 0px auto; width: 510px;" width="510">
                                        <tr>
                                            <th class="small-padding-bottom-columns mobile-full c-text" style="font-weight: normal; text-align: left; vertical-align: top; color: #666666; font-family: Arial, Verdana, sans-serif, 'Roboto Condensed'; padding-top: 15px; padding-right: 10px; padding-left: 10px; width: 200px; font-size: 14px;" align="left" valign="top">
                                                <table role="presentation" cellspacing="0" cellpadding="0" class="small-table-center" style="margin: 0px auto; width: 100%;" width="100%">
                                                    <tr>
                                                        <td class="c-text" style="vertical-align: top; color: #666666; font-size: 14px; font-weight: normal; font-family: Arial, Verdana, sans-serif, 'Roboto Condensed'; text-align: left; padding-bottom: 7px;" valign="top" align="left">
                                                            ${article.name}
                                                        </td>
                                                    </tr>
                                                    <tr>
                                                        <td class="c-text" style="vertical-align: top; color: #666666; font-weight: normal; font-family: Arial, Verdana, sans-serif, 'Roboto Condensed'; text-align: left; font-size: 10px;" valign="top" align="left">
                                                            Hubo ref: ${article.sku}
                                                        </td>
                                                    </tr>
                                                </table>
                                            </th>
                                        </tr>
                                    </table>
                                </td>
                            </tr>
                        </table>
                    </td>
                </tr>
            </table>
        </td>
    </tr>
</table>
</div>
```

Therefore:

- EMV IF](article1_sku=NULL)[EMV THEN][EMV /THEN] needs to be replaced by <div data-actito-each="article:${articles}">
- And the loop block needs to end with a </div> in the code

Conditions

Conditions also need to be modified to fit ITM:

ATMP	ITM
[EMV IF] (PRODUCT_DSV_1_NAME=NULL)[EMV THEN][EMV /THEN] [EMV ELSE]	<td data-actito-if=${conditionName}> + you add the rest of the code for that condition, and you close with </td>

Note that, in Actito, you can create a condition on a loop block, but not inside a loop. Therefore, you will need to have as many loops as you have conditions. In the code, you will have:

1. The condition
2. The loop
3. Close everything with the right code

In the following example, there is a condition on the timing delivery. Initially in ATMP, this condition was located inside the loop:

```
<td data-actito-if=${DELIVWEEKDAYS} → this is the condition
<div data-actito-each="articleWeekdays:${articlesWeekdays}"> → this is the loop
<table role="presentation" cellspacing="0" cellpadding="0" border="0" class="module m-boucle-new" style="width: 100%; background-color:
#E9E9E9; margin: 0px auto;" width="100%" bgcolor="#E9E9E9">
        <tr>
                <td style="vertical-align: top; text-align: center;" valign="top" align="center">
                        <table role="presentation" cellspacing="0" cellpadding="0" border="0" class="row" style="width: 680px; background-
                        color: #ffffff; margin: 0px auto;" width="680" bgcolor="#ffffff">
                                <tr>
                                        <td class="columns small-12" style="vertical-align: top; padding-bottom: 10px; width: 640px; padding-
                                        left: 20px; padding-right: 20px;" width="640" valign="top">
                                                <table role="presentation" cellspacing="0" cellpadding="0" class="small-table-center c-article-
                                                table" style="margin: 0px auto; width: 640px;" width="640">
                                                        <tr>
                                                                <td class="img-container" style="vertical-align: top; width: 120px; padding-
                                                                right: 10px;" width="120" valign="top">
                                                                        <img src="${articleWeekdays.PRODUCT_IMAGE}" class="c-
                                                                        product" alt="${articleWeekdays.PRODUCT_IMAGENAME}"
                                                                        style="width: 120px;" width="120">
                                                                </td>
                                                                <td class="txt-container" style="vertical-align: top; width: 510px;"
                                                                width="510" valign="top">
                                                                        <table role="presentation" cellspacing="0" cellpadding="0"
                                                                        class="small-table-center c-sub-table" style="margin: 0px auto;
                                                                        width: 510px;" width="510">
                                                                                <tr>
                                                                                        <th class="small-padding-bottom-columns mobile-
                                                                                        full c-text" style="font-weight: normal; text-align:
                                                                                        left; vertical-align: top; color: #666666; font-
                                                                                        family: Arial, Verdana, sans-serif, 'Roboto
                                                                                        Condensed'; padding-top: 15px; padding-right:
                                                                                        10px; padding-left: 10px; width: 200px; font-size:
                                                                                        14px;" align="left" valign="top">
                                                                                                <table role="presentation"
                                                                                                cellspacing="0" cellpadding="0"
                                                                                                class="small-table-center" style="margin:
                                                                                                0px auto; width: 100%;" width="100%">
                                                                                                        <tr>
                                                                                                                <td class="c-text"
                                                                                                                style="vertical-align:
                                                                                                                top; color: #666666;
```

```
                            font-size: 14px; font-weight: normal; font-family: Arial, Verdana, sans-serif, 'Roboto Condensed'; text-align: left; padding-bottom: 7px;" valign="top" align="left">
                              ${articleWeekdays.DSVNAME}
                            </td>
                          </tr>
                          <tr>
                            <td class="c-text" style="vertical-align: top; color: #666666; font-weight: normal; font-family: Arial, Verdana, sans-serif, 'Roboto Condensed'; text-align: left; font-size: 10px;" valign="top" align="left">
                              Hubo ref: ${articleWeekdays.DSVSKU}
                            </td>
                          </tr>
                        </table>
                      </th>
                      <th class="small-padding-bottom-columns mobile-full c-text info-container small-pt-10" style="font-weight: normal; text-align: left; vertical-align: top; color: #666666; font-family: Arial, Verdana, sans-serif, 'Roboto Condensed'; padding-top: 15px; padding-right: 10px; padding-left: 10px; width: 155px; font-size: 12px;" align="left" valign="top">
                        Verwachte levertermijn is ${articleWeekdays.DSVAMOUNT} ${articleWeekdays.DSVWEEKDAYS} dagen
                      </th>
                      <th class="mobile-half c-text small-text-left qty-container" style="font-weight: normal; text-align: center; vertical-align: top; color: #666666; font-family: Arial, Verdana, sans-serif, 'Roboto Condensed'; padding-top: 15px; padding-right: 10px; padding-left: 10px; font-size: 12px;" align="center" valign="top">
                        ${articleWeekdays.DSVQUANTITY}x
                      </th>
                      <th class="mobile-half c-text small-text-right small-text-center small-text-right final-price-container" style="vertical-align: top; font-weight: normal; text-align: center; color: #666666; font-family: Arial, Verdana, sans-serif, 'Roboto Condensed'; padding-top: 15px; padding-left: 10px; width: 64px; font-size: 14px;" align="center" valign="top">
                        ${articleWeekdays.DSVPRICE}
                      </th>
                    </tr>
                  </table>
                </td>
              </tr>
            </table>
          </td>
        </tr>
      </table>
    </td>
  </tr>
</table>
<table role="presentation" cellspacing="0" cellpadding="0" border="0" class="module" style="width: 100%; background-color: #E9E9E9; margin: 0px auto; height: 20px;" width="100%" bgcolor="#E9E9E9">
  <tr>
    <td style="vertical-align: top; text-align: center;" valign="top" align="center">
```

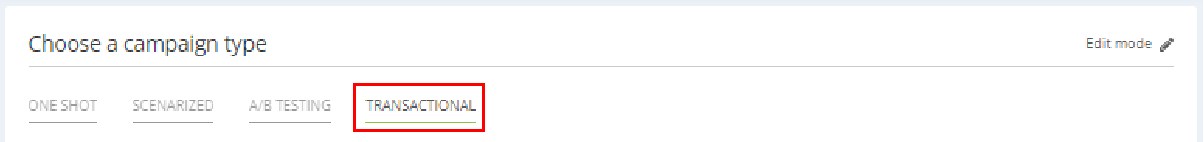
```
                              <table role="presentation" cellspacing="0" cellpadding="0" border="0" class="row" style="width: 680px; background-color: #ffffff; margin: 0px auto;" width="680" bgcolor="#ffffff">
                                        <tr>
                                                  <td style="vertical-align: top; font-size: 1px; line-height: 20px; height: 20px;" valign="top">&#xA0;</td>
                                        </tr>
                              </table>
                    </td>
          </tr>
</table>
</div>
</td>
</tr>
</table>
```

Import in Actito

The ultimate step, once the HTML is modified and ready, you can proceed with creating the campaign in Actito.

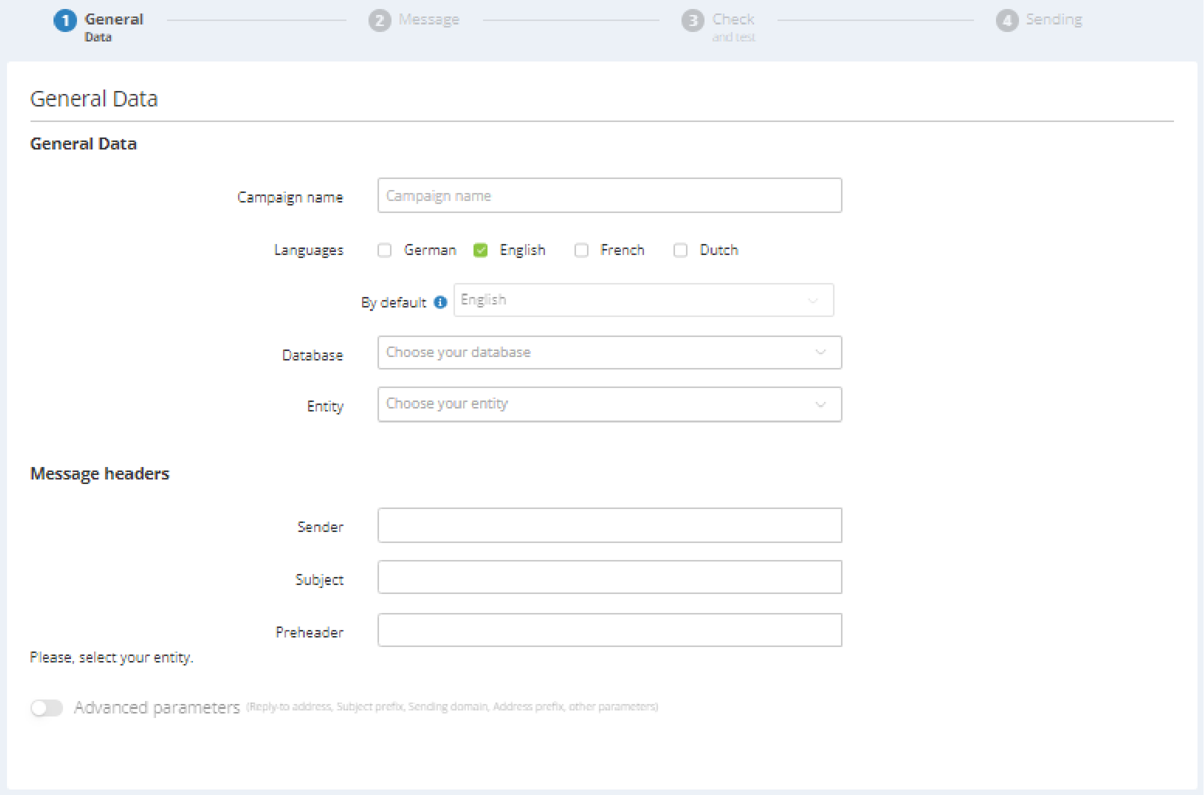
To do so, you will have to:

1. Create a new email campaign *(Portal > Email campaigns > Manage email campaigns > Create an email campaign)* and choose the transactional type:



Choose a campaign type

2. In the first step of the creation of the campaign, you will have to choose the campaign name, the language(s), the database, the entity, the sender, the subject and the preheader:



General Data

General Data

Campaign name: Campaign name

Languages: □ German ☑ English □ French □ Dutch

By default: English

Database: Choose your database

Entity: Choose your entity

Message headers

Sender:

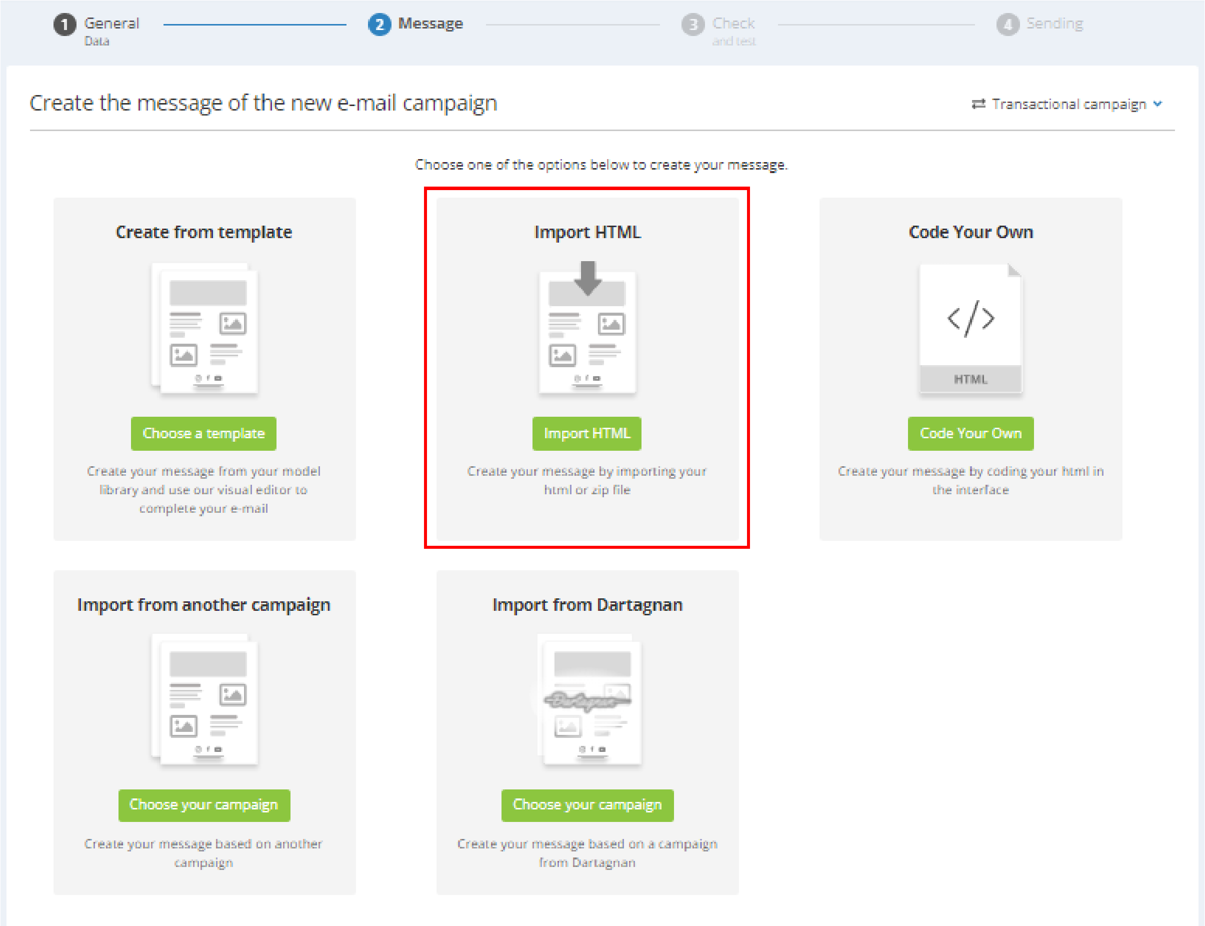
Subject:

Preheader:

Please, select your entity.

Advanced parameters (Reply-to address, Subject prefix, Sending domain, Address prefix, other parameters)

3. At the second step of the creation of the campaign, you will have the opportunity to import the HTML you have just created:



1 General Data — 2 Message — 3 Check and test — 4 Sending

Create the message of the new e-mail campaign

⇄ Transactional campaign

Choose one of the options below to create your message.

Create from template

Choose a template

Create your message from your model library and use our visual editor to complete your e-mail

Import HTML

Import HTML

Create your message by importing your html or zip file

Code Your Own

Code Your Own

Create your message by coding your html in the interface

Import from another campaign

Choose your campaign

Create your message based on another campaign

Import from Dartagnan

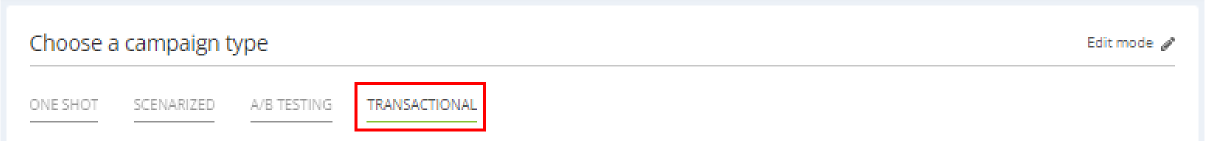
Choose your campaign

Create your message based on a campaign from Dartagnan

1.2. With Actito template

If you have decided to use Actito templates, you will need to create an email campaign in Actito:

1. Create a new email campaign *(Portal > Email campaigns > Manage email campaigns > Create an email campaign)* and choose the transactional type:

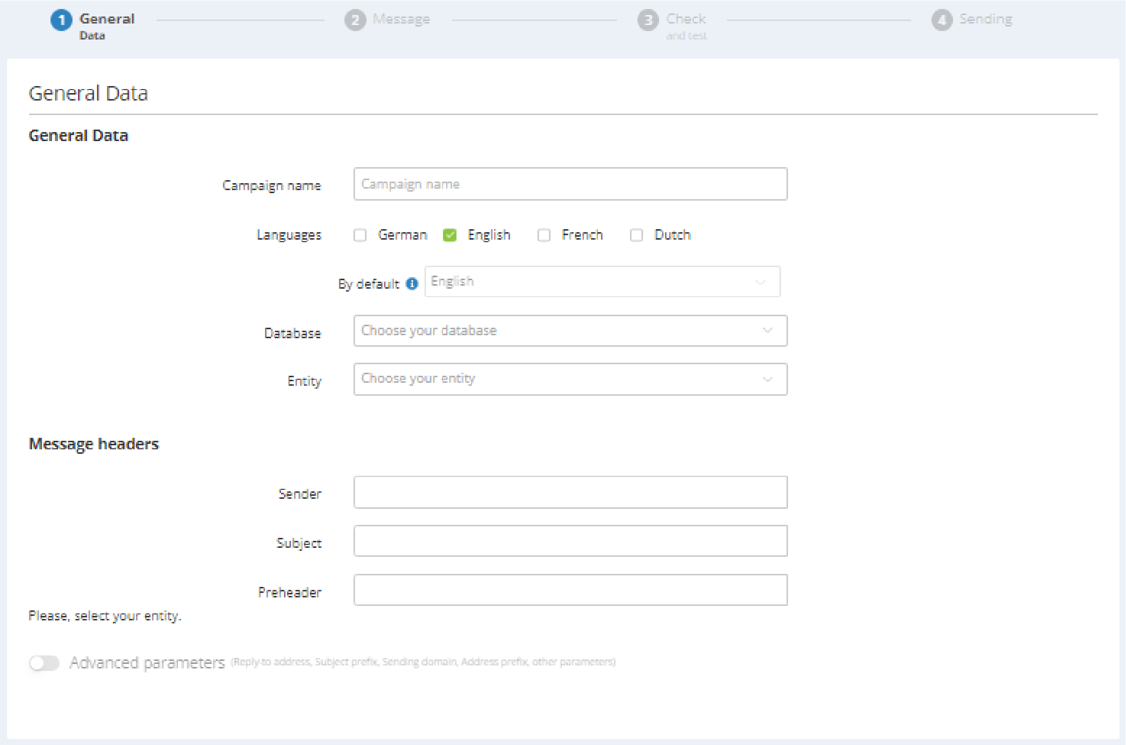


Choose a campaign type

Edit mode

ONE SHOT | SCENARIZED | A/B TESTING | TRANSACTIONAL

2. In the first step of the creation of the campaign, you will have to choose the campaign name, the language(s), the database, the entity, the sender, the subject and the preheader:



1 General Data — 2 Message — 3 Check and test — 4 Sending

General Data

General Data

Campaign name: Campaign name

Languages: □ German ☑ English □ French □ Dutch

By default: English

Database: Choose your database

Entity: Choose your entity

Message headers

Sender:

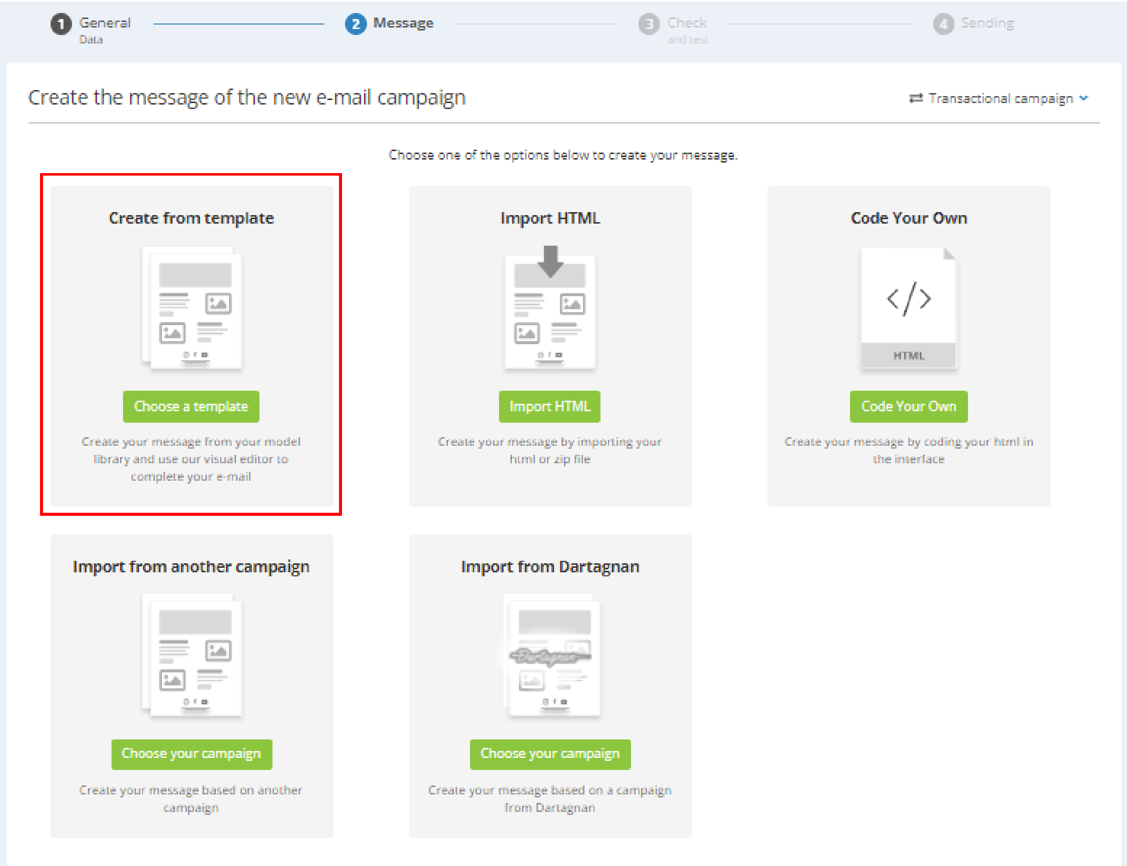
Subject:

Preheader:

Please, select your entity.

Advanced parameters (Reply to address, Subject prefix, Sending domain, Address prefix, other parameters)

3. In the second step of the creation of the campaign, choose to "Create from template":



1 General Data — 2 Message — 3 Check and test — 4 Sending

Create the message of the new e-mail campaign

⇄ Transactional campaign

Choose one of the options below to create your message.

Create from template

Choose a template

Create your message from your model library and use our visual editor to complete your e-mail

Import HTML

Import HTML

Create your message by importing your html or zip file

Code Your Own

Code Your Own

Create your message by coding your html in the interface

Import from another campaign

Choose your campaign

Create your message based on another campaign

Import from Dartagnan

Choose your campaign

Create your message based on a campaign from Dartagnan

When choosing to create from a template, you will benefit from the Actito editor. You also can use personalization, conditions, and loop blocks.

Personalization

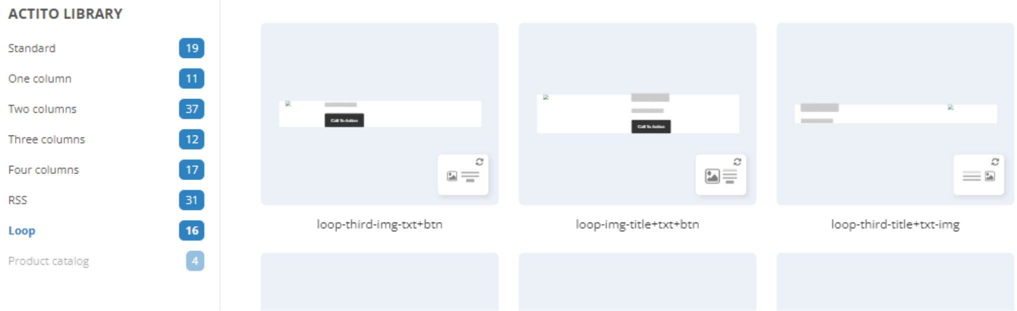
Personalizations need to be written as follows: ${personalization}. More information about personalizing an email campaign is available in the documentation.

Conditions

You can add conditions on blocks, directly through the editor. More information about conditioning is available in the documentation.

Loop block

You can also add loop blocks. These blocks are available in the module library. In this library, there exists a category called “Loop” that contains different loop blocks:



ACTITO LIBRARY

Standard	19
One column	11
Two columns	37
Three columns	12
Four columns	17
RSS	31
Loop	16
Product catalog	4

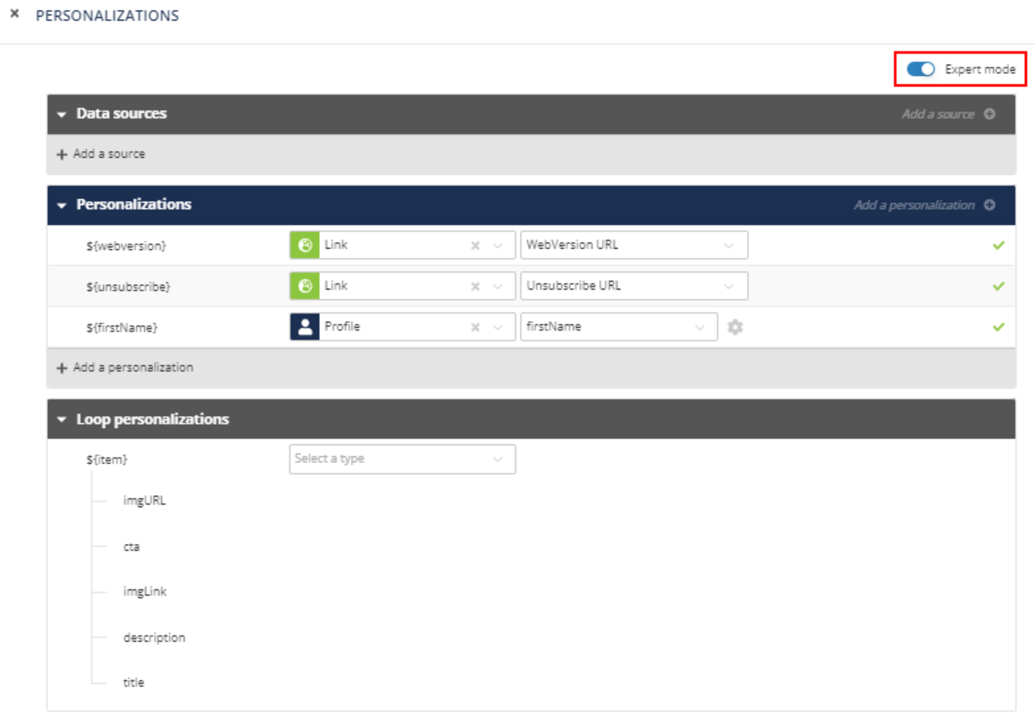
loop-third-img-txt+btn

loop-img-title+txt+btn

loop-third-title+txt-img

These blocks are already formatted with the expected information (item, title…). You can change the format if your loop is different. You can add personalizations, and conditions on the loop block.

Do not forget that to see the loops in the personalization panel, you need to activate the expert mode:



× PERSONALIZATIONS

Expert mode

Data sources — Add a source

+ Add a source

Personalizations — Add a personalization

${webversion}	Link	WebVersion URL	✓
${unsubscribe}	Link	Unsubscribe URL	✓
${firstName}	Profile	firstName	✓

+ Add a personalization

Loop personalizations

${item} — Select a type

- imgURL
- cta
- imgLink
- description
- title

You will find more information about loops in the documentation.