

Sage SalesLogix E-marketing for SalesLogix Web 7.5.2+
TECHNICAL SPECIFICATIONS
Plug-in version 7.5.2.16

General Stats:

Been tested to fully work with SalesLogix Web 7.5.2

SalesLogix tables modified: **None**

SalesLogix tables written to: 1 (History)

Tables added: 4 (SpeHistory, SpeLeadHistory, SpeSurveyResponses, SpeSurveys, SpeSend)

User controls added: 8

Navigation items: 1

Tables created by E-marketing plug-in

1. SpeHistory/SpeLeadHistory (Fields: 20, Size in bytes: 1397 bytes)
 - a. Association: Contact (by ContactID) or Lead (by LeadID)
 - b. Type: One-to-many
 - c. Rules:
 - i. Only written if the User selects the *Update History* action after sending emails from Swiftpage or stage results from Swiftpage Drip campaign
 - ii. Swiftpage Score information is also stored in this table
 - d. Fields:

| Field Name | Type | Length | Description |
|--------------------------|-----------|--------|--|
| ContactID or LeadID | String | 12 | Entity whom this record belongs |
| CreateDate | Date/Time | 8 | Date record was created |
| CreateUser | String | 12 | SalesLogix user logged in at creation time |
| ModifyDate | Date/Time | 8 | Last written date/time for this record |
| ModifyUser | String | 12 | SalesLogix user logged in when created |
| SpeAction | String | 32 | Filter criteria type for Swiftpage Call list |
| SpeAssignedUserID | String | 12 | ID of Swiftpage Call list item assignment |
| SpeAssignedUserName | String | 255 | Swiftpage Call list item assignment |
| SpeBatchID | String | 14 | Email batch sent that entity was included |
| SpeClicks | Short Int | 2 | Nbr. of times entity clicked a link in email |
| SpeHistoryID | String | 12 | Internal database ID for this record |
| SpeOpens | Short Int | 2 | Nbr. of times entity opened email |
| SpeQueryTag | String | 64 | Entered name (tag) given to email batch |
| SpeScore | Short Int | 2 | Tabulation of opens and clicks |
| SpeStatus | String | 24 | Swiftpage |
| SpeSubject | String | 255 | Subject line of the email batch sent |
| SpeTemplate | String | 255 | Template used in email batch sent |
| SpeEmailSender | String | 128 | Send As Swiftpage UserID |
| SpeDripCampaignName | String | 128 | Swiftpage drip campaign, if created from stage results |
| SpeDripCampaignStage | String | 32 | Name of stage data is applicable to |
| SpeDripCampaignStageType | String | 128 | Type of Swiftpage drip campaign stage |

2. SpeSurveys (fields: 59, size in bytes: 13069)
 - a. Association: None
 - b. Type: n/a
 - c. Rules:
 - i. A SpeSurvey row is added per unique survey imported
 - d. Fields:

| Field Name | Type | Length | Description |
|----------------------|-----------|--------|--|
| CreateDate | Date/Time | 8 | Date record was created |
| CreateUser | String | 12 | SalesLogix user logged in at creation time |
| LastResponseDate | Date/Time | 8 | Last date/time this survey had a response |
| ModifyDate | Date/Time | 8 | Last written date/time for this record |
| ModifyUser | String | 12 | SalesLogix user logged in at last written date |
| NumQuestions | Short Int | 2 | Number of questions in this survey |
| NumResponses | Short Int | 2 | Number of responses recorded for this survey |
| Question1-Question50 | String | 255 | Survey questions (up to 50 stored) |
| SpeSurveyID | String | 12 | Internal database ID for this record |
| SurveyName | String | 255 | Name given to survey at creation time |

3. SpeSurveyResponses (fields: 58, size in bytes: 12834)
 - a. Association: Contact (by ContactID)
 - b. Type: One-to-many
 - c. Rules:
 - i. Created/Updated per Contact that participated in a Swiftpage survey, if the response date is *newer* than the SpeSurvey tables last modified date.
 - d. Fields:

| Field Name | Type | Length | Description |
|----------------------|-----------|--------|--|
| Answer1 – Answer50 | String | 255 | Answers for questions to related survey |
| ContactID | String | 12 | Contact whom responded to related survey |
| CreateDate | Date/Time | 8 | Date record was created |
| CreateUser | String | 12 | SalesLogix user logged in at creation time |
| ModifyDate | Date/Time | 8 | Last written date/time for this record |
| ModifyUser | String | 12 | SalesLogix user logged in at last written date |
| ResponseDate | Date/Time | 8 | When the response was recorded |
| SpeSurveyResponsesID | String | 12 | Internal database ID for this record |
| SpeSurveyID | String | 12 | Reference to the related survey |

4. SpeSend (fields: 12, size in bytes: 749)
 - a. Association: None
 - b. Type: n/a
 - c. Rules:
 - i. Created per Email batch sent using the Swiftpage plug-in
 - d. Fields:

| Field Name | Type | Length | Description |
|----------------|-----------|--------|--|
| CampaignID | String | 12 | ID of SalesLogix campaign, if one |
| CampaignStage | String | 64 | Name of SLX stage targets were from |
| ContactTargets | String | 1 | Targets were all contacts (true/false) |
| CreateDate | Date/Time | 8 | Date record was created |
| CreateUser | String | 12 | SalesLogix user logged in at creation time |
| IsSendAs | String | 1 | Email blast was sent of behalf-of another user |
| ModifyDate | Date/Time | 8 | Last written date/time for this record |
| ModifyUser | String | 12 | SalesLogix user logged in at last written date |
| NumSubmitted | Long Int | 4 | Number of emails in batch |
| Scheduled | String | 1 | True, if this email batch was scheduled |
| SpeBatchID | String | 32 | Swiftpages' ID for the email batch |
| SpeQueryTag | String | 64 | Tag assigned to this email batch by sender |
| SpeSendID | String | 12 | Internal database ID for this record |
| SpeSubject | String | 255 | Subject of emails in email batch |
| SpeTemplate | String | 255 | Template used in email batch |

Tables used by Swiftpage plug-in

1. History (size in bytes:1831 bytes)
 - a. Association: None
 - b. Type: n/a
 - c. All fields (except UserDefs, ActivityBasedOn, & Ticketed are used)
 - d. Rules:
 - i. Created per email target per email blast, only if the User selects the *Create SalesLogix History* option at time of send

User controls added

1. SpeEmailForm – *Tab control* – Facilitates sending email blasts
2. SpeEmailResultsForm – *Tab control* – Facilitates sending email blasts
3. SpeCallListForm – *Tab control* – Facilitates the setup/create/exporting a *call list* based on selectable filters using the SpeHistory/SpeLeadHistory records
4. SpeDripForm – *tab control* - Facilitates user in Drip marketing campaign target management and processing stage results
5. SpeSurveyResponsesForm – *tab control* – Facilitates user in creating email history from selected surveys
6. SpeMessageBox – *dialog workspace* - A general control to display information with OK button
7. SpeOptionsForm – *tab control* - Show E-marketing info and allows setting of options
8. SpeManagerForm – *dialog workspace* - Handles all the Swiftpage account management, account setup, creation, modifications to settings, etc (accessed via SpeOptionsForm)

Navigation items

- ‘E-marketing’ Icon – Invokes the main Swiftpage.aspx which contains the 5 tabs (user controls for E-marketing)
- Under *Options* a new tab was added “E-marketing”