



BrickStreet

¿Cómo crear un **mensaje nuevo** en una campaña?

Cada mensaje incluye su propia fecha de expiración y la definición de la pieza, sender y asunto. El reporte vendrá abierto por mensaje (por lo que si se pretende obtener resultados diferentes por segmento, deben crearse mensajes diferentes por segmento).

Dentro de la **campaña ya creada**, ingresar a **“Create New Message”**

The screenshot shows the Brick Street software interface. At the top, there is a navigation bar with icons for Customers, Campaigns, Reports, Surveys, and Admin. Below this, a status bar indicates the user is logged in as 12073590, with a last logon date of 16 de agosto de 2019 8:45:21 GMT-03:00. The main content area is titled 'Campaign List' and contains a 'Campaign Summary Information' panel. This panel displays details for a campaign named 'ISST_Mastercard_AMBA_INTERIOR (19717)'. The details are organized into two columns. The left column includes Name, Type, Description, Conversation, Audience Model, and Segmentation Model. The right column includes Seed Lists, Tracking, Expiration, Status, Mail Farm, and Language. Below the summary information, there is a 'Create a New Message' button, which is highlighted by a green arrow. Below the button is a table with columns for Message Name, Segment, Type, Effective Date, and Status. The table currently contains no data, with a message stating 'No message has been created for this campaign.' Below the table is a 'Rollout Selected Messages' button.

brick street software

Customers Campaigns Reports Surveys Admin

Logged user: 12073590. Last logon date: 16 de agosto de 2019 8:45:21 GMT-03:00

← Campaign List

Define Target Quiet Summary

Campaign Summary Information

Name: ISST_Mastercard_AMBA_INTERIOR (19717)
Type: Recurring campaign
Description: Acciones de Mastercard abiertas en AMBA e Interior
Conversation: [Clientes RBWM \(5043\)](#)
Audience Model: [ISST_Mastercard_AMBA_INTERIOR \(3531\)](#)
Segmentation Model: [Segmento x AMBA/Interior \(524\)](#)

Seed Lists: Not Set
Tracking: Email Client Type
Expiration: 31 de diciembre de 2021 23:45:00 GMT-03:00
Status: Creating
Mail Farm: Default (1)
Language: Default (1)

Create a New Message

Message Name	Segment	Type	Effective Date	Status
No message has been created for this campaign.				

Rollout Selected Messages



En el panel inferior aparecen **todos los mensajes** creados dentro de la campaña junto con su estado.

Es importante seguir los datos de las solapas en orden.

En la pantalla de **Define Message**, completar:

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Customers Campaigns Reports

Logged user: 12073590. Last logon date: 16 de agosto de 2019 8:45:21 G

← Campaign ISST_Mastercard_AMBA_INTERIOR (19717) ← Message List

Define Message Content Links Staging Bounce Handlers Summary

Enter Message information

Message Name:

Type: Trial Standard Main Message Automatic Main Message Follow-Up

Segment:

Active Deployment:

Sending Mode:

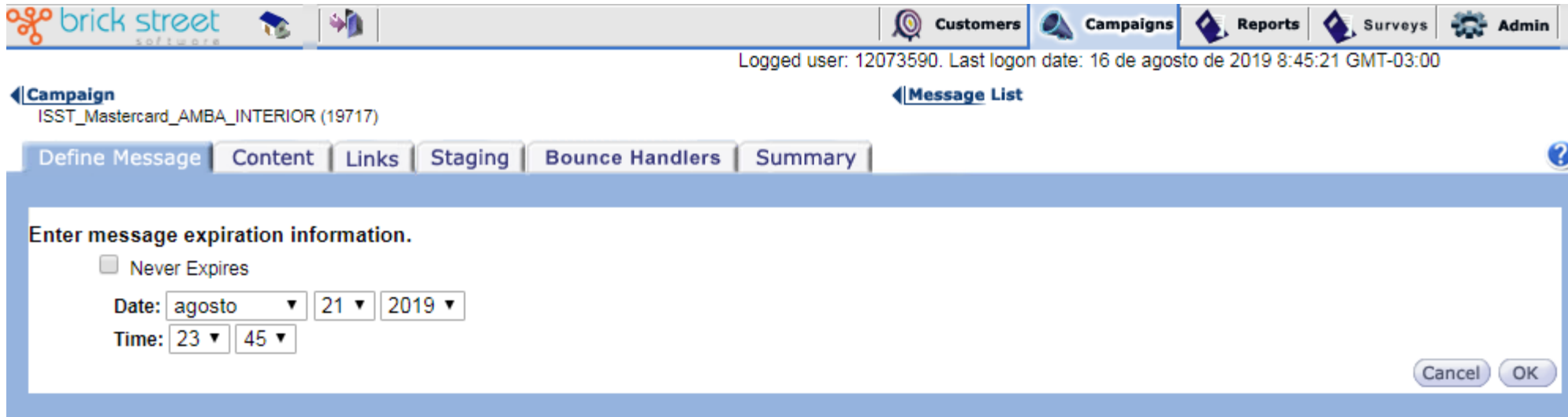
Send Handler:

Expiration:

Priority:

- **Nombre (obligatorio)**
Es un dato único para cada mensaje (no se debe repetir con ninguno existente, ya que es el que traerá el reporte, sino va a ser difícil relacionar el valor del reporte con el mensaje en sí).
- **Segmento (obligatorio)**
Viene siempre por default seteado el primero del listado, es importante asignar el que corresponde (se pueden crear más de un mensajes para el mismo segmento, lo que conllevará que aquellos clientes que estén dentro del mismo, reciban todos ellos).
- **Fecha de Expiración (opcional)**
Es obligatoria para ISST, pero para BrickStreet es opcional (por default viene que no expire nunca).
Ver detalle en la pantalla siguiente.

Definir la fecha de expiración:



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- Never Expires
- Date: agosto 21 2019
- Time: 23 45

At the bottom right of the dialog box, there are 'Cancel' and 'OK' buttons.

- **Definir Día y Hora**

Tiene que ser desde ahora en adelante, por lo cual puede ser el día de hoy, pero con un horario posterior (por ejemplo, si son las 18hs, puede expirar hoy a las 18:15, pero no a las 13:30hs., del mismo modo que puede ser mañana a las 13hs.).

- **Horario**

Brickstreet permite definir horarios cada 15 minutos.



La Fecha de Expiración debe ser anterior a la Fecha de Expiración de la campaña.

Ejemplo de como podría quedar la pantalla de **Define Message**:

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Customers Campaigns Reports Surveys Admin

Logged user: 12073590. Last logon date: 16 de agosto de 2019 8:45:21 GMT-03:00

← Campaign ISST_Mastercard_AMBA_INTERIOR (19717) ← Message List

Define Message Content Links Staging Bounce Handlers Summary ?

Enter Message information

Message Name: 20190816_ContactlessMC_AMBA_PRK (26513)

Type:

- Trial
- Standard Main Message
- Automatic Main Message
- Follow-Up

Segment: PRK AMBA (589) ▼

Active Deployment: Default ▼

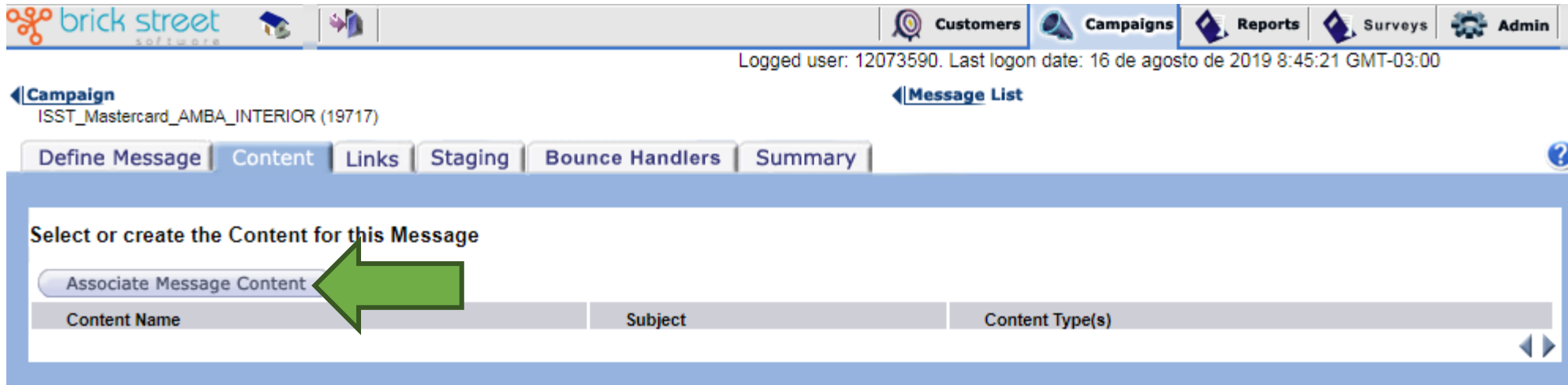
Sending Mode: Email Only ▼

Send Handler: Default Send Handler ▼

Expiration: 21 de agosto de 2019 23:45:00 GMT-03:00 ✎

Priority: Normal ▼

En la pantalla de **Content**, ingresar a **“Associate Message Content”**



The screenshot shows the Brick Street software interface. At the top, there is a navigation bar with the Brick Street logo and several menu items: Customers, Campaigns, Reports, Surveys, and Admin. Below this, a status bar indicates the user is logged in as 12073590, with a last logon date of 16 de agosto de 2019 8:45:21 GMT-03:00. The main content area is titled 'Campaign' and shows the campaign name 'ISST_Mastercard_AMBA_INTERIOR (19717)'. There is a 'Message List' link. Below the campaign name, there are several tabs: Define Message, Content, Links, Staging, Bounce Handlers, and Summary. The 'Content' tab is selected. Inside the 'Content' tab, there is a section titled 'Select or create the Content for this Message'. Below this title, there is a button labeled 'Associate Message Content' with a green arrow pointing to it. Below the button, there is a table with three columns: Content Name, Subject, and Content Type(s).



En el panel inferior aparecen **todos los mensajes** creados dentro de la campaña junto con su asunto.

En la siguiente pantalla, completar los siguientes datos:

The screenshot shows the 'Define Message' tab in the Brick Street software. The page title is 'Campaign ISST_Mastercard_AMBA_INTERIOR (19717)'. The 'Content' tab is selected. The form is titled 'Enter Message Content information' and contains the following fields:

- Name: [Empty text box]
- Subject: [Empty text box]
- Sender: [Text box containing 'HSBC Empresas']
- HTML Content: [Empty text box]
- Text Content: [Empty text box]
- AOL Content: [Empty text box]
- Short Text: [Empty text box]

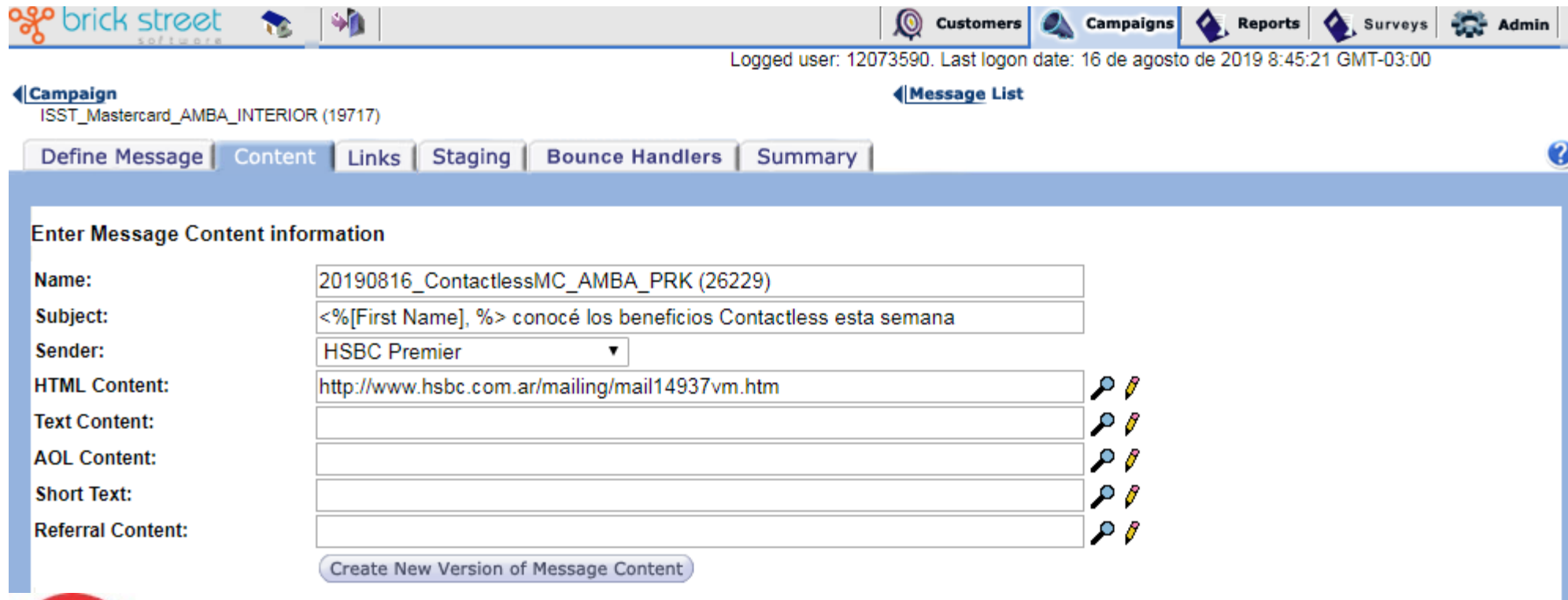
Green arrows point to the 'Name', 'Subject', and 'Sender' fields. The 'Sender' field is pre-filled with 'HSBC Empresas'. There are also icons for editing and deleting content in the HTML, Text, and AOL sections.



Todos los mails son enviados de la cuenta contactenos@hsbc.com.ar, el sender es el nombre aplicado a esa casilla de correo.

- **Nombre (obligatorio)**
Recomiendo conservar el mismo que el mensaje, para poder relacionarlos fácilmente en el reporte.
- **Asunto (obligatorio)**
Lo define Marketing y tiene un efecto directo en el Open de la pieza. Permite incluir datos variables (tales como el nombre del cliente o algún atributo personalizado de la pieza) .
- **Sender (obligatorio)**
Se seleccionan a partir del listado de Senders creados para el departamento asignado oportunamente a la campaña.
- **HTML Content (obligatorio)**
Ingresar el link de la pieza a adjuntar. Es importante tener algunos cuidados:
 - Debe ser un **link productivo** (www.hsbc.com.ar).
 - Debe ser **http** (no https).
 - Debe ser la **versión personalizada** (en las piezas numeradas, el link debe terminar en vm).

Ejemplo de como podría quedar el **Mensaje**:



The screenshot shows the Brick Street software interface. At the top, there is a navigation bar with icons for Customers, Campaigns, Reports, Surveys, and Admin. Below this, a status bar indicates the user is logged in as 12073590, with a last login date of 16 de agosto de 2019 8:45:21 GMT-03:00. The main content area is titled 'Campaign' and 'ISST_Mastercard_AMBA_INTERIOR (19717)'. A 'Message List' link is visible. Below the campaign name, there are tabs for 'Define Message', 'Content', 'Links', 'Staging', 'Bounce Handlers', and 'Summary'. The 'Content' tab is active, showing a form titled 'Enter Message Content information'. The form fields are: Name (20190816_ContactlessMC_AMBA_PRK (26229)), Subject (<@[First Name], %> conocé los beneficios Contactless esta semana), Sender (HSBC Premier), HTML Content (http://www.hsbc.com.ar/mailing/mail14937vm.htm), Text Content, AOL Content, Short Text, and Referral Content. Each content field has a magnifying glass and pencil icon. A button 'Create New Version of Message Content' is at the bottom of the form.

Name:	20190816_ContactlessMC_AMBA_PRK (26229)
Subject:	<@[First Name], %> conocé los beneficios Contactless esta semana
Sender:	HSBC Premier
HTML Content:	http://www.hsbc.com.ar/mailing/mail14937vm.htm
Text Content:	
AOL Content:	
Short Text:	
Referral Content:	

[Create New Version of Message Content](#)



<@[First Name], %> es la forma de incluir el dato variable.

Cada atributo debe incluirse dentro de su corchete (de querer incluir Nombre y Apellido debería colocarse <@[First Name] [Last Name], %>.

La solapa **Links** permite visualizar los Links, Atributos e Imágenes que contiene la pieza, **todos deben estar validados para poder avanzar:**

The screenshot shows the 'Links' tab in the Brick Street software interface. The top navigation bar includes 'Customers', 'Campaigns', 'Reports', 'Surveys', and 'Admin'. The user is logged in as '12073590' with a last login date of '16 de agosto de 2019 8:45:21 GMT-03:00'. The campaign is 'ISST_Mastercard_AMBA_INTERIOR (19717)'. The 'Links' tab is active, showing three sections:

- Link Validation:** Summary: All links are valid. Includes a 'recheck links' link and a 'validate all links' link. Below, under 'HTML Content', it says 'All links are valid' with a 'recheck links' link.
- Merge Tags:** Summary: All tags are valid. Includes a 'recheck' link. Below, under 'Subject', 'Sender', and 'HTML Content', it says 'All tags are valid' with 'recheck tags' links.
- Images:** Summary: All images are valid. Includes a 'recheck' link and a 'validate all images' link. Below, under 'HTML Content', it says 'All images are valid' with a 'recheck images' link.

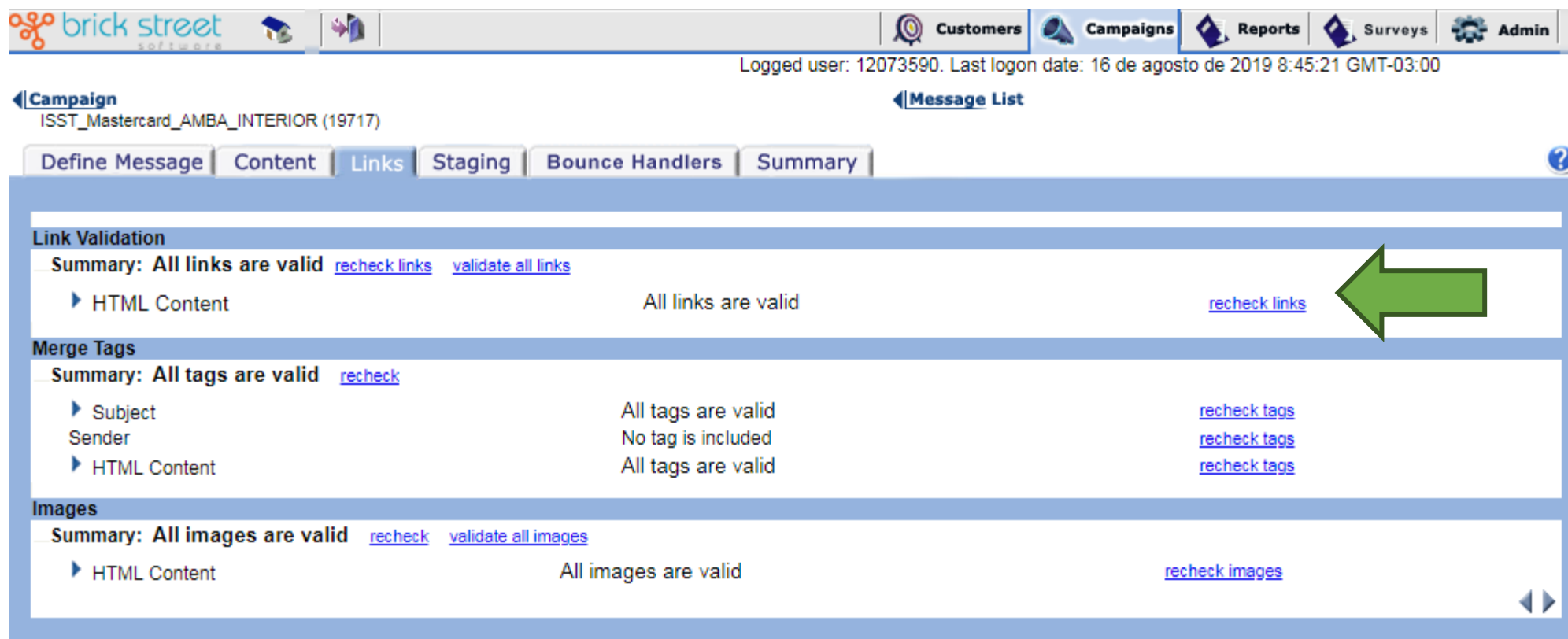
Green arrows point to the 'recheck links', 'recheck tags', and 'recheck images' links in each section.



El listado muestra todas las conversaciones creadas. **Permite elegir una única conversación.**

Solapa **Links**: sección “**Link Validation**”:

Pueden ser validados haciendo click en **validate all links**.



The screenshot displays the Brick Street software interface. At the top, there is a navigation bar with the Brick Street logo and several menu items: Customers, Campaigns, Reports, Surveys, and Admin. Below the navigation bar, a status bar indicates the user is logged in as 12073590, with a last logon date of 16 de agosto de 2019 8:45:21 GMT-03:00. The main content area is titled "Campaign" and shows the campaign name "ISST_Mastercard_AMBA_INTERIOR (19717)". A "Message List" link is visible. Below the campaign name, there are several tabs: Define Message, Content, Links, Staging, Bounce Handlers, and Summary. The "Links" tab is currently selected. The "Link Validation" section is expanded, showing a summary: "All links are valid" with links for "recheck links" and "validate all links". Below the summary, there is a table with columns for content type, validation status, and a "recheck links" link. A green arrow points to the "recheck links" link in the "HTML Content" row. The "Merge Tags" section is also expanded, showing a summary: "All tags are valid" with a "recheck" link. Below the summary, there is a table with columns for tag type, validation status, and a "recheck tags" link. The "Images" section is also expanded, showing a summary: "All images are valid" with links for "recheck" and "validate all images". Below the summary, there is a table with columns for content type, validation status, and a "recheck images" link.

Content Type	Validation Status	Action
HTML Content	All links are valid	recheck links

Tag Type	Validation Status	Action
Subject	All tags are valid	recheck tags
Sender	No tag is included	recheck tags
HTML Content	All tags are valid	recheck tags

Content Type	Validation Status	Action
HTML Content	All images are valid	recheck images

Solapa **Links**: sección “Merge Tags”:

De no estar todos validados, implica que los que figuran en la pieza **no están cargados exactamente igual en BrickStreet**. Los atributos pueden estar en el asunto, sender y contenido. La desuscripción es en sí un atributo que siempre está presente en la pieza.

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Customers Campaigns Reports Surveys Admin

Logged user: 12073590. Last logon date: 16 de agosto de 2019 8:45:21 GMT-03:00

← Campaign ISST_Mastercard_AMBA_INTERIOR (19717) ← Message List

Define Message Content **Links** Staging Bounce Handlers Summary

Link Validation
Summary: All links are valid [recheck links](#) [validate all links](#)
▶ HTML Content All links are valid [recheck links](#)

Merge Tags
Summary: All tags are valid [recheck](#)
▶ Subject All tags are valid [recheck tags](#)
Sender No tag is included [recheck tags](#)
▶ HTML Content All tags are valid [recheck tags](#)

Images
Summary: All images are valid [recheck](#) [validate all images](#)
▶ HTML Content All images are valid [recheck images](#)



Si el atributo es modificado en la pieza está mal escrito, al actualizar la pieza en producción, es necesario ingresar en recheck para asegurarse que ahora coincidan.

Solapa **Links**: sección “**Images**”:

De no estar todos validados, implica que los que figuran en la pieza **no está implementada** o que **el link tiene otro problema** (como ser archivos con caracteres especial o espacios).

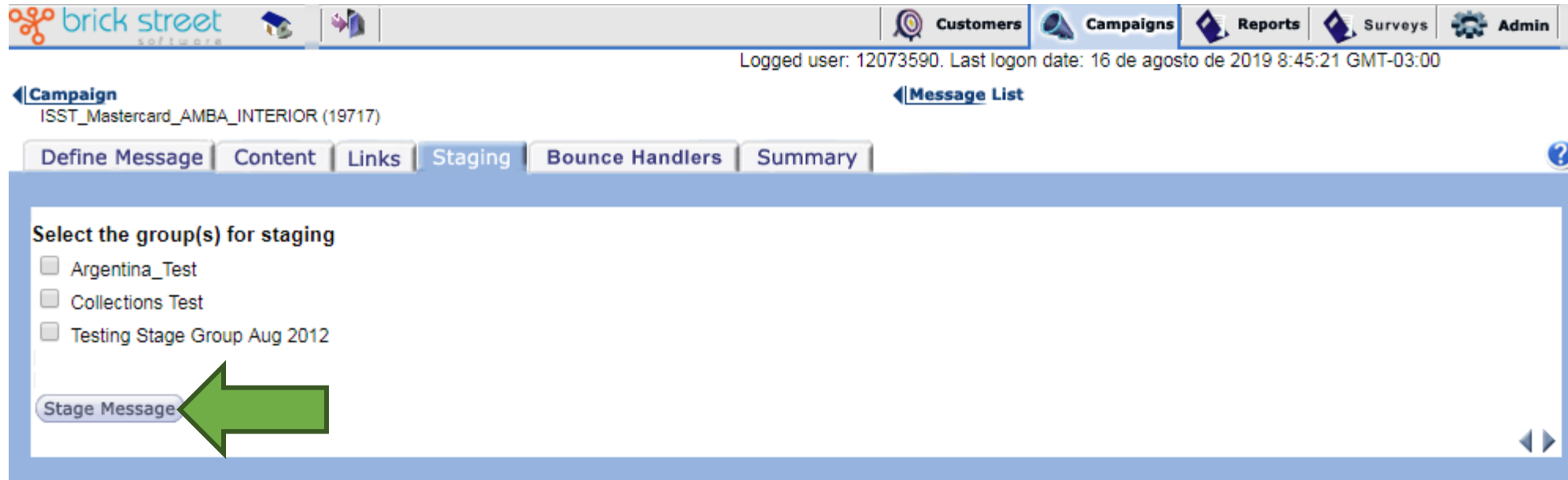
The screenshot shows the Brick Street software interface. At the top, there is a navigation bar with icons for Customers, Campaigns, Reports, Surveys, and Admin. Below this, a status bar indicates the user is logged in as 12073590, with a last logon date of 16 de agosto de 2019 8:45:21 GMT-03:00. The main content area is titled 'Campaign' and shows the campaign name 'ISST_Mastercard_AMBA_INTERIOR (19717)'. There is a 'Message List' link. Below the campaign name, there are several tabs: 'Define Message', 'Content', 'Links', 'Staging', 'Bounce Handlers', and 'Summary'. The 'Links' tab is selected. Underneath, there are three sections: 'Link Validation', 'Merge Tags', and 'Images'. Each section has a summary and a 'recheck' link. A green arrow points to the 'recheck images' link in the 'Images' section.

Section	Summary	Status	Action
Link Validation	Summary: All links are valid	All links are valid	recheck links
HTML Content			recheck links
Merge Tags	Summary: All tags are valid		recheck
Subject		All tags are valid	recheck tags
Sender		No tag is included	recheck tags
HTML Content		All tags are valid	recheck tags
Images	Summary: All images are valid	All images are valid	recheck images
HTML Content			recheck images



Si el atributo es modificado en la pieza está mal escrito, al actualizar la pieza en producción, es necesario ingresar en recheck para asegurarse que ahora se encuentren ok.

Elegir un **Grupo para el Staging** y hacer click en el botón **Stage Message**:



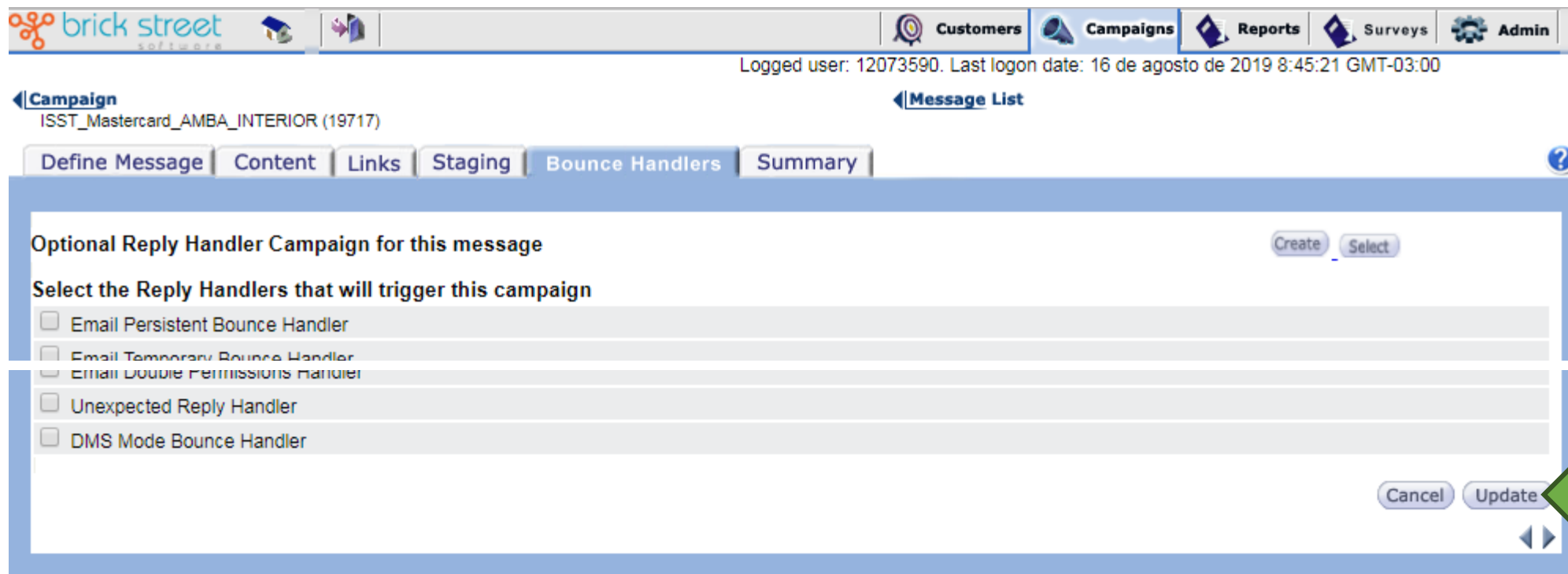
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Para las acciones desarrolladas por Marketing y Digital elegir **“Argentina_Test”**.

El grupo “Collections Test” es el utilizado por cobranzas para sus envíos.

En la solapa **Bounce Handlers** elegir la opción **“Unexpected Reply Handler”** y hacer click en el botón **Update**:



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Customers Campaigns Reports Surveys Admin

Logged user: 12073590. Last logon date: 16 de agosto de 2019 8:45:21 GMT-03:00

← Campaign
ISST_Mastercard_AMBA_INTERIOR (19717)

← Message List

Define Message Content Links Staging **Bounce Handlers** Summary

Optional Reply Handler Campaign for this message Create Select

Select the Reply Handlers that will trigger this campaign

- Email Persistent Bounce Handler
- Email Temporary Bounce Handler
- Email Double Permissions Handler
- Unexpected Reply Handler**
- DMS Mode Bounce Handler

Cancel Update

La pantalla **Summary** incluirá el mensaje agregado.

Se debe repetir el proceso tanta cantidad de veces como mensajes se desean crear. Para crear un mensaje a partir de uno ya creado a partir de ingresar al ícono de los lápices, el primero puede ser clonado para replicar los datos del mensaje (no conservará ni el segmento ni la fecha de expiración, ni el Bounce Handlers. Una vez cargados, los mensajes deben ser aprobados para poder ser enviados, pudiendo hacerse individualmente o todos juntos.

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Customers Campaigns Reports Surveys Admin

Logged user: 12073590. Last logon date: 16 de agosto de 2019 8:45:21 GMT-03:00

← Campaign List

Define Target Quiet Summary

Campaign Summary Information

Name: ISST_Mastercard_AMBA_INTERIOR (19717)
Type: Recurring campaign
Description: Acciones de Mastercard abiertas en AMBA e Interior
Conversation: [Clientes RBWM \(5043\)](#)
Audience Model: [ISST_Mastercard_AMBA_INTERIOR \(3531\)](#)
Segmentation Model: [Segmento x AMBA/Interior \(524\)](#)

Seed Lists: Not Set
Tracking: Email Client Type
Expiration: 31 de diciembre de 2021 23:45:00 GMT-03:00
Status: Creating
Mail Farm: Default (1)
Language: Default (1)

Create a New Message

Message Name	Segment	Type	Effective Date	Status			
<input type="checkbox"/> 20190816_ContactlessMC_AMBA_PRK(26513)	PRK AMBA (589)	Standard main message	Not Set	Unsent	+		

Rollout Selected Messages