

Best Practices for Implementing Responsys Mobile Marketing Campaigns

Oracle Responsys

Implement the Oracle Responsys Mobile App Platform Cloud Service for easier app integration and faster deployments.

With the Oracle Responsys Mobile App Platform Cloud Service, you can configure your own apps to work with Responsys. This allows your marketing team to create, manage and track mobile app campaigns directly from within Responsys' Campaign Designer.

You can integrate Responsys with your iOS and Android platform apps. The built-in error handling and security features will save time for your team, reduce complexity in configuring your apps to work with Oracle Responsys, and make it easy for your marketing team to deploy cross channel marketing campaigns.

Considerations When Getting Ready to Implement the Responsys Mobile SDK

Before you can start implementing this feature, you must have the App Channel List feature enabled on your account.

To validate it for your account, see [Steps to ensure that your Account is enabled for the App Channel List](#).

If it is not enabled, please submit a support ticket to get the App Channel List feature enabled for your account. Go to [My Oracle Support](#).



Target Audience

- Administrator
- Mobile App Developer
- Marketer

More Kit Components

- [Video](#)
- [Do You Know](#)

Quick Links to Resources

- [Oracle Help Center](#)
- [My Oracle Support \(MOS\)](#)
- [Oracle University](#)

Other Helpful Links

- [System Requirements](#)
- [Oracle Cloud Readiness](#)

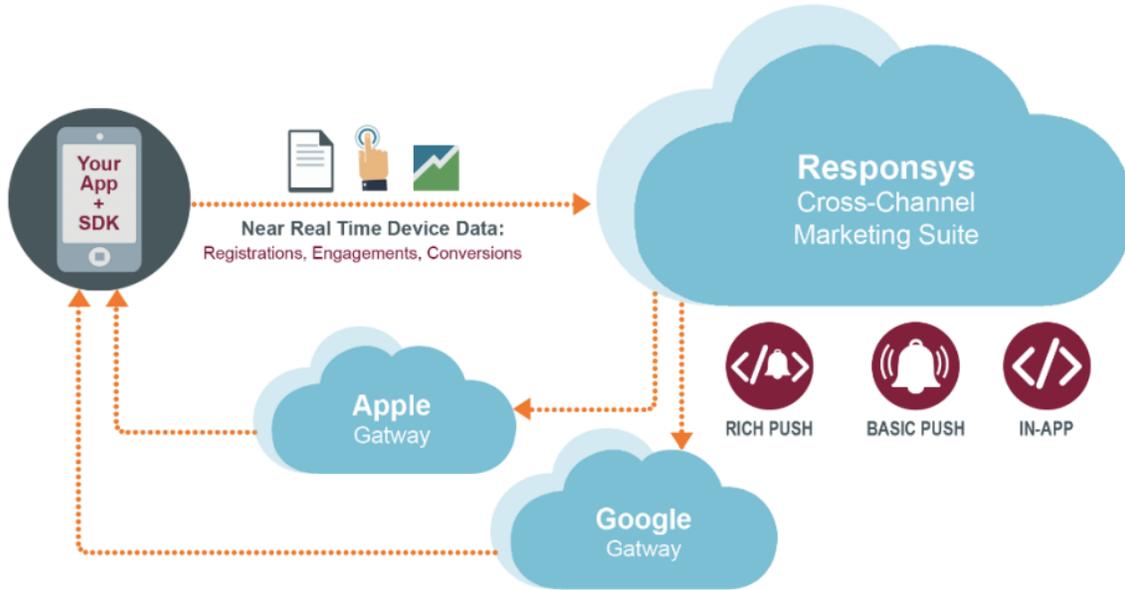
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- [Responsys Insiders on Topliners](#)
- [Cloud Customer Connect for CX](#)

PLAN FOR YOUR IMPLEMENTATION

You can configure both your iOS and Android apps. Each platform has its own implementation requirements.

For streamlined and efficient mobile implementations, treat each platform as a single project and prioritize separately.



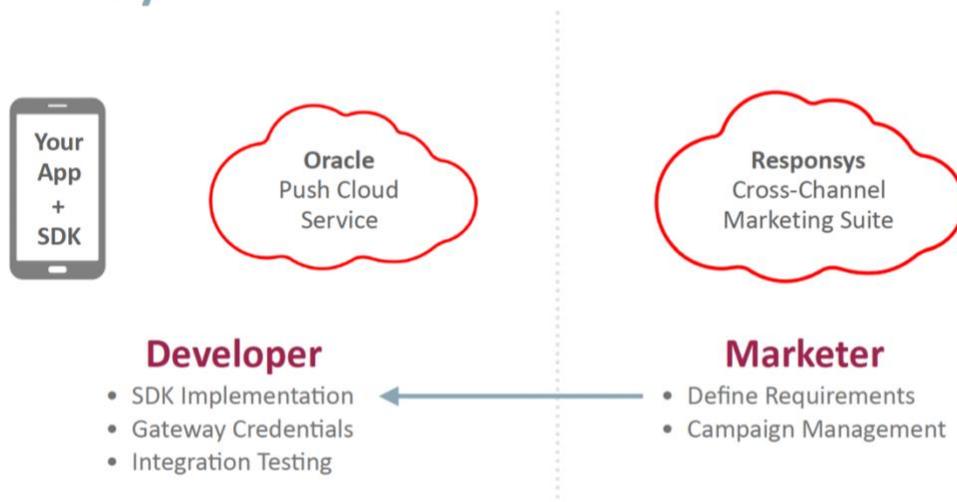
Review the Configuration Guide

- As the Responsys Account Administrator, review the [Mobile App Platform Cloud Service Configuration Guide](#)

Identify the Team Members Needed for Implementation

- Identify the appropriate persons needed to support the implementations:
 - Responsys Account Administrator – Manages the Responsys account
 - Marketer – Defines requirements, manages campaigns to include Mobile App
 - Developer – Implements SDK, provides gateway credentials, tests integration

Roles & Systems



Kick off Implementation Planning Meeting

- Kick off an internal planning meeting with all the appropriate persons identified for implementation

Distribute Documentation to the Implementation Team Member

- Distribute this Best Practice Guide and the [Mobile App Configuration guide](#) for review

Define Your Mobile App Requirements

- The Mobile App Developer needs to work with the Responsys Account Admin and the Marketer to define the features that your mobile app will support:
 - App Channel List
 - Message Center
 - Custom sounds
 - Custom triggers
 - Push campaign custom key-value pairs
 - Notification preferences
 - Interactive notifications
 - Customized UX for destination URLs

Plan Mobile App Implementations

- Plan and organize the iOS app integration. See [iOS](#) for more information
- Plan and organize the Android app integration. See [Android](#) for more information

RESPONSYS MOBILE APP CHANNEL DEVELOPMENT

Prepare for the Mobile App Channel Development in Responsys

These steps are specifically for the Responsys Account Administrator

- To do these steps, you must have Responsys Account Administrator role
- Create a user for all app developers supporting the mobile app integration implementations. See [Adding Mobile App Developer users to Responsys](#) for more information
- Create at least one user per platform – for example, an Android development team gets a user, and an iOS development team gets a different user
- Create the App Channel List. See [Creating the App Channel List](#) for more information.
 - Responsys uses the USER_IDENTIFIER parameter to uniquely identify known users of your app
 - To do this, when the user signs in or signs up in the app, you need to call the register user ID function of the SDK (where <match_key_value> is the value of the match key field)

- While creating the APP_CHANNEL_LIST we provide this USER_IDENTIFIER and it cannot be changed in the later stage

Add Your App and Platform in Responsys

These steps are specifically for the Mobile App Developers.

- To do these steps, you must have the Mobile App Admin or Developer role.
- Obtain mobile platform-specific credentials from providers (APNs or GCM). See [Mobile App Config – Responsys](#) for more information
- Sign in to the Mobile App Developer Console in Responsys. See [Log In and Manage Your Account](#) for more information
- Add your app and platform in Responsys. See [Manage Apps and Platforms](#) for more information

Download the Required Files

These steps are specifically for the Mobile App Developers.

- For iOS
 - Download the latest platform-specific SDKs. See [Responsys Mobile SDKs](#) for more information
 - Add the **pushio_config_debug.json** file to the Distribution IOS platform. See [Downloading the Platform-specific pushio config.json File and the SDK](#) for more information.
 - Generate a Distribution .PEM in the Apple Provisioning Portal
 - Upload the .PEM file to the iOS Distribution Platform
 - Then Download and add your iOS Distribution **pushio_config.json** file to your project
- For Android
 - Download the latest platform-specific SDKs. See [Responsys Mobile SDKs](#) for more information

Develop the Mobile App for Each Platform

These steps are specifically for the Mobile App Developers.

For iOS:

- Develop the mobile app as per the iOS app design requirements. See the [iOS Step-by-Step Setup Instructions](#) for more information
 - When generating an Authentication file, choose one of the following options:
 - APNs Auth-key. See [Generating an APNs Auth Key](#) for more information
 - PEM. See [PEM Development](#) and [PEM Distribution](#) for more information
- Note:** Choose one or the other, not both.
- When developing for iOS, we recommend that you start with the iOS Development platform, which is like a sandbox that you can use to test and build this integration
 - Move the integration to the iOS Distribution platform when you are ready for an Ad-Hoc Distribution or submission to the App Store

For Android:

- See the [Android Step-by-Step Setup Instructions](#) for more information

For both platforms:

- If you are migrating your app from other marketing platforms to Responsys, then you must fetch all your device data to Responsys who have opted in & have a Deliverable in status. You cannot load the opted-out & undeliverables records into Responsys
- There is no Import connect Job (It will be performed only once by Data virtual team if needed with the strong business reasons) to load the data to APP_CHANNEL_LIST, so you need to make sure to provide all these information during the initial migration from the other platform
- You can identify a customer who signed out from the app by checking the USER_IDENTIFIER, which gets replaced by a NULL value when a customer signs out of the app

Perform Additional Mobile App Channel Configuration in Responsys

These steps are specifically for the Responsys Account Administrator.

- To do these steps, you must have Responsys Account Administrator role
- Access the App Developer Console in Responsys
- Complete the mobile app configurations required to send Push, In-App messages, and Message Center campaigns
 - Associate the mobile app with a Profile List, an App Channel List, and the Preferences PET
 - Add custom triggers created for the mobile app

See [Responsys Mobile App Config](#) for more information.

Send a Test Push to the Mobile Apps

These steps are specifically for the Mobile App Developers.

- To do these steps, you must have the Mobile App Admin or Developer role
- Install the mobile app on the test device
- Obtain a device ID to use for testing
- Send test message to the test device

For step-by-step instructions on testing your app, see [Test Apps](#).

Develop and Deliver Push, In-App, and Message Center Campaigns

These steps are specifically for the Marketers.

- To do these steps, you must have a Responsys user role.
- Your Responsys Mobile App Channel is now ready
- Create Push, In-App and Message Center campaigns from Responsys. See [Mobile App Campaigns](#) for more information

Plan for SDK Version Updates

- Once your apps are configured with the Responsys Mobile SDK, plan to update to the latest SDK version as soon as a new SDK version is released. This allows your apps to take advantage of the new and improved functionality in the Responsys Mobile SDK

- Oracle Responsys only supports the four most recent Major SDK Releases. If your App is on an SDK version older than the four most recent Major SDK Releases, the Responsys Mobile App functionality might not work as expected.

This policy applies to both iOS and Android SDKs.

For more information, see the following resources:

- [SDK Support Policy](#)
- [Oracle Responsys Mobile SDKs](#) for the currently supported SDKs
- [iOS](#) and [Android](#) upgrade guides for how to update to a new SDK
- [What's New](#) for the new or improved functionality in the Responsys Mobile SDK

FAQs & Troubleshooting

For more information on frequently asked questions and troubleshooting, see [FAQs](#) and [Troubleshooting](#).

RESOURCES

- [Responsys Mobile Help Center](#)
- [Mobile App Channel Configuration Process in Responsys](#)
- [iOS Step by Step Integration Instructions](#)
- [Android Step by Step Integration Instructions](#)
- [How to create Mobile App Campaigns in Responsys](#)

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