

Glossary

- [Field Data Types](#)
- [Deployment](#)
- [Fields](#)
- [Subscriptions](#)
- [Record Types](#)

Field Data Types

When creating fields within your DataMart there are 4 different data types to make note of:

1. **Email Address** - This data type is for collecting email addresses for your contacts for use with segmentation and deploying email type communications. In most situations, this will also be your "Identifier" field.
2. **Text** - This is the most common field type. The majority of the data you collect will be text. Common uses for this type are First Name, City, or dynamic content you wish to have appear in your email messages.
3. **Date** - This data type is for collecting dates that you wish to use for segmentation purposes. Any date field information should be ordered according to standard North American format (month, day, year).
4. **Number** - This data type is for collecting numbers that you wish to use for segmentation purposes. Common uses for this type are Total Donations, Revenue or other monetary related numbers. UMPIRE stores these numbers up to 2 decimal places.

Deployment

Deployment indicates the act of combining a message with a list of recipients for the purpose of sending them content through UMPIRE.

This could mean that you are sending an email message to a list of 1000 recipients through UMPIRE or you have a Welcome program in operation and when a new subscriber enters your DataMart, it becomes a recipient and is sent the first message in your welcome program.

There are a few different ways of creating a deployment in UMPIRE.

1. The first is creating a Bulk deployment through the "Deploy" tab.
 - This allows you to select a [subscription](#), segment, or list file as your list of recipients and select a message that you have created in the Compose tab.
2. The second option is to set up an AutoProgram in the "Automation" tab.
 - This allows you to define (using a segment) your recipients and if new subscribers will become recipients as well.
 - It also allows you to choose a path of messages that each recipient will receive.

Fields

Behind every database is set of data points that you have decided to collect. These points provide not only a way to organise the data you collect, but also allow you an easy reference point to segment on.

Fields are data points that you have pro-actively decided to collect within your database.

Fields can be anything from email address to postal code to the last purchase you made. In order to utilise Fields properly in UMPIRE, this requires some pro-active thought.

It is recommended that you Map out each of the data points you will be collecting from your customers and then set up each field in your DataMart.

Once you have these fields set up, you are able to not only map incoming data to these fields so that your database stays organised, but you are also able to easily segment your data using these fields AND use the field names in your templates to pull in data.

Subscriptions

The driving force behind any email program is the Opt-in/Opt-out process that has been put into place. This will allow customers to start receiving your email campaigns or stop receiving them.

Subscriptions helps you manage this process.

Subscriptions are a collection of people who have decided at one point to receive or not receive, all or specific email communications from your company.

In a majority of cases, email programs only have one Subscription.

The customer either does or doesn't want to receive all email publications from you. However, some email marketing programs are little more sophisticated.

Many programs have a Monthly Newsletter, as well as Promotional email alerts. Then the option to opt-in or opt-out to one or both of the campaigns is presented.

This is where Subscriptions shine. They allow you to manage each opt-in/opt-out process in one Community.

You are able to see the total size of each subscription, segment on this subscription and deploy email marketing direct to it.

There are even users that have a preference page that Subscriptions can manage.

This preference page provides their customers to opt-in/opt-out of different types of alerts so they can customize their email experience with your company. UMPIRE Subscriptions provides each user the flexibility to manage the simplest of email programs to the most complicated.

Record Types

Record types give the user the flexibility to flag individuals in their DataMart as employees or account stakeholders so that they may be included in certain processes throughout the email campaign.

Listed below are the different types of records that can be flagged in the system.

1. Test Accounts

- Test Accounts are defined in UMPIRE as email addresses used solely for testing purposes.
 - This might be Gmail or Hotmail accounts that would be used to see how a campaign is rendering in different email clients.
 - They can also be individuals who want be included in all testing deployments such as the Campaign Manager.
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2. Stakeholders

- Stakeholders are defined in UMPIRE as individuals who follow a campaign from start to finish and wish to be included in the process.
 - You can add stakeholders to any testing that is being performed on a campaign and you can include them in the final deployment.
 - For a company, Stakeholders might be department leaders or managers.
 - For an agency, Stakeholders might be account managers or key client contacts.
 - You may include Stakeholders at any time, so it is important to only choose to add them to a deployment/test when you are ready for them to see the campaign.
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3. Seed List

- Seed lists are similar to stakeholders, however this separation is provided as Seed lists can only be used in final deployment and are added in with the regular customers.
- Seed lists tend to include executives and other individuals who wish to see final deployment as the customer sees it.
- **Note:** Records flagged as a Seed List will not be included in the final metrics