

EFI MarketDirect Cross Media Release Notes

Version 8.1

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EFI Productivity Suite | *EFI MarketDirect Cross Media Release Notes*

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Welcome to EFI MarketDirect Cross Media 8.1

EFI MarketDirect Cross Media (formerly DirectSmile Cross Media) is an all-in-one Web-based (HTML5) cross-media marketing tool for designing campaigns with Web, email, print, and SMS elements.

Cross Media 8.1 introduces several enhancements since the release of v. 8.0, including integration with Digital StoreFront and a new SMS media type!

For those new to Cross Media v. 8.x

Cross Media v. 8.0 introduces several exciting changes. First, we have re-branded the entire product line under EFI's new customer engagement platform, MarketDirect. The same great team based in Berlin with team members around the world continues to develop and support this unique product line. Second, we have completely re-engineered the designer and account management/administration functionality to use HTML5. With the exception of the Print Workflow editor in VDP Enterprise (formerly known as the Integration Server), Silverlight is no longer necessary to create brilliant new cross-media campaigns.

Existing customers, you can continue to execute version 7.8 campaigns in version 8. You can continue to create new Classic (Silverlight) campaigns in version 8 as well, but we hope you will begin to explore the new SmartCampaign Designer. In addition to rewriting the SmartCampaign Designer in HTML5 with broad browser support, the new version of the Designer introduces many new enhancements touched on below.

Cross Media v. 7 rendering technology was developed to support the capabilities of legacy browsers and was not optimized for the modern Web. Version 8 features a completely rewritten design/rendering engine that offers native support for multiple devices, HTML5, and CSS 3. Version 8 also introduces a new and concise separate email rendering engine—made for a vast list of clients, with support for responsive email designs. A rewritten marketing automation engine is much easier to use and more transparent while adding more powerful automation than was available with Classic campaigns.

We hope you enjoy the changes we have made during the past two years with your input. The entire team at EFI is proud to be a partner in your business.

Contact Information

EFI Support

Web Site:	https://customer.efi.com
US Phone:	1.855.EFI.4HLP / +1 412-690-4321
UK Phone:	+44 (0) 800.783.2737
EU Phone:	+31 20 658 8080
APAC Phone:	+61 7 3625 9200
South America Phone:	+1 412-690-4321
E-Mail:	dsm-support@efi.com
Note	For problems involving infrastructure (i.e., computers, networks, operating systems, backup software, printers, third-party software, etc.), contact the appropriate vendor. EFI cannot support these types of issues.

EFI Professional Services

US Phone:	651.365.5321
US Fax:	651.365.5334
E-Mail:	ProfessionalServicesOperations@efi.com

EFI Professional Services can help you perform EFI software installations, upgrades, and updates. This group can also help you implement, customize, and optimize your EFI software, plus offers a range of training options.

How to Obtain & Apply the Software

- **Self-hosted customers:** Schedule your Cross Media upgrade to the latest version, please visit <http://update.directsmile.com>.
- **EFI-hosted customers:** You will be contacted via email and updated automatically.

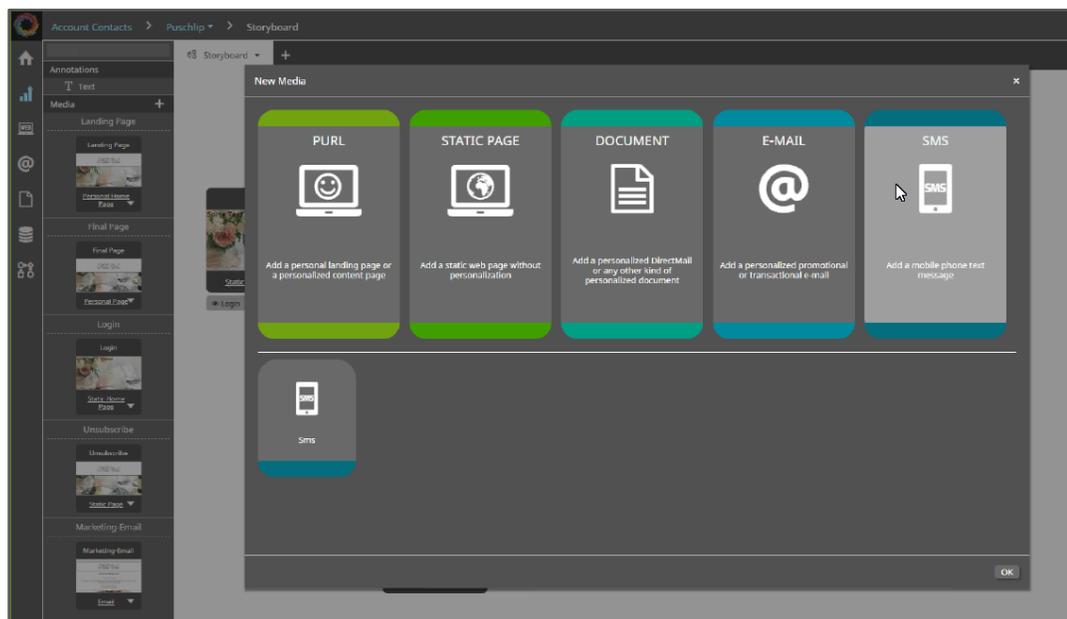
What's New in Cross Media 8.1

- **New SMS media type for Storyboard**

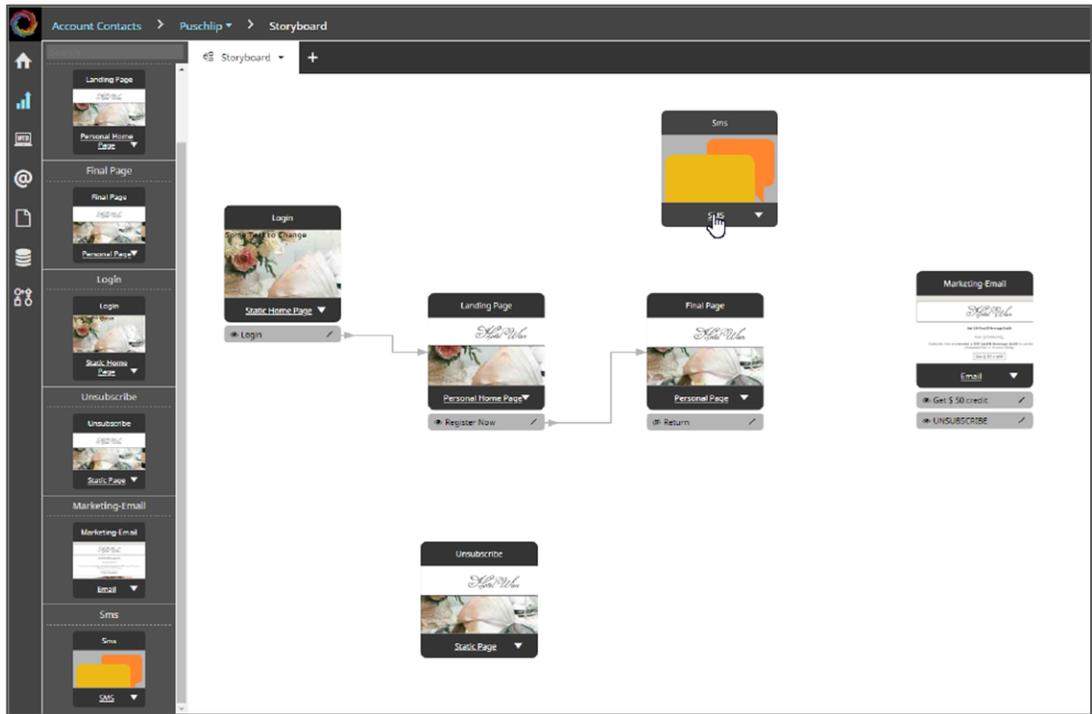
In addition to web, email, and print, Cross Media 8.1 adds a new SMS media type that you can add directly to your campaigns via the storyboard:

To add SMS media to a campaign

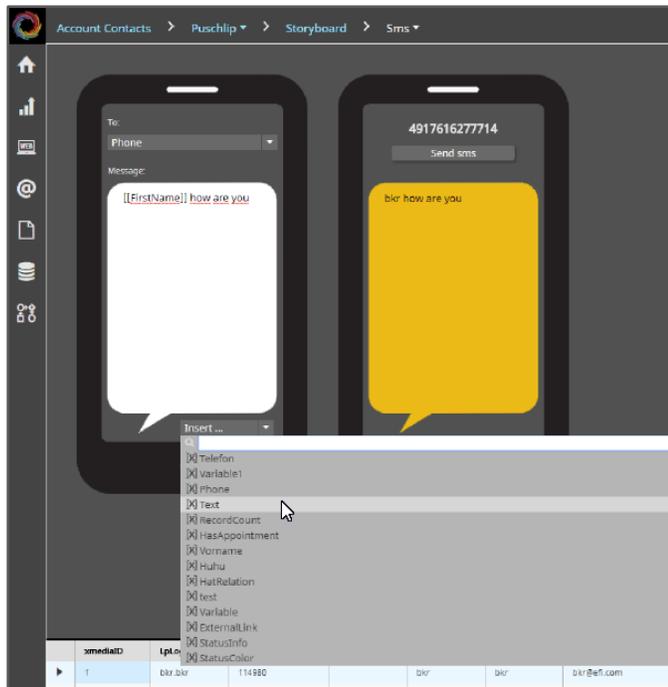
1. Click the + in the media well on the left of the storyboard designer.



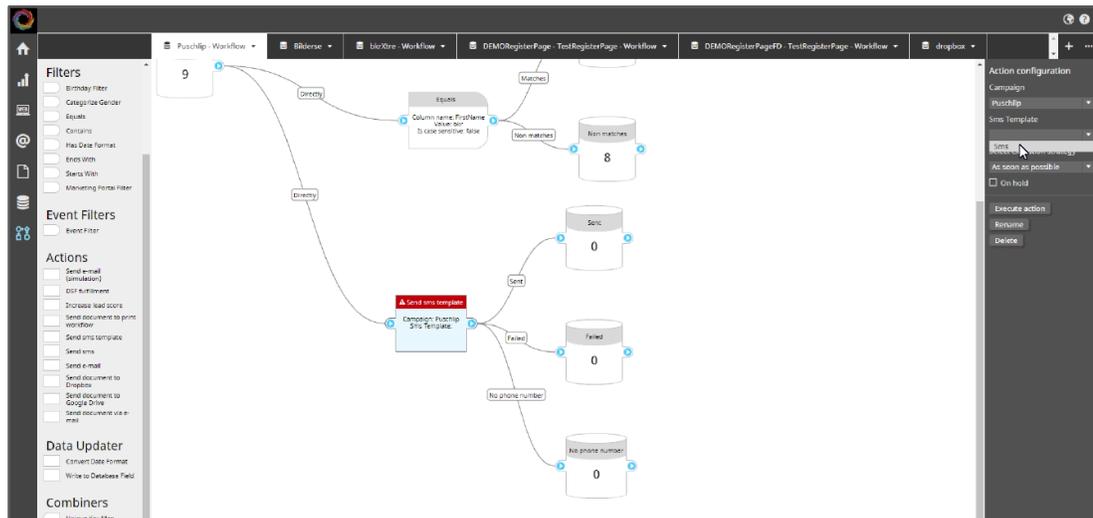
2. Drag the the SMS media from the media well to the storyboard.



3. Edit the SMS in the SMS editor. The left smartphone allows entry of text, database fields, and variables. The right smartphone shows the actual text message based on the fields in the database.



4. Execution of the SMS is still controlled from the Workflow Automation by dragging the **Send SMS Template** action into the workflow where needed.



Enhancements in Cross Media 8.1

- ### Combining Database Records

Cross Media v. 8.1 introduces a new database enhancement that enables you to combine records from two or more databases. Using a “unique key map” combiner you can select database records based on record values and include them; the records will be included whenever the record values match any record containing the same value in the mapped column in the mapped data source. This will enable you to integrate information in various databases to more precisely target campaign recipients.

An example use case:

A music store has 3 main databases: a general marketing musician database, an instrument repair database, and a lesson database.

The musician database specifies each customer’s instrument preference (i.e., drums/percussion, guitar, bass, keyboards, vocals, saxophone, harmonica, etc.).

If the music store is creating a campaign for International Guitar Month (IGM) in April, they want to target only those identified in the marketing database as “guitarists” and “bass guitarists” for special discounts on instrument repair and lessons. Likewise for the International Drum Month campaign in May and the National Piano Month campaign in September.

Using the new combiner functionality, the music store can exclude all musicians except guitarists from the IGM campaign by creating a bucket from the data-relation “general musician marketing” database and selecting everyone except guitarists. By integrating the general marketing musician database with the repair and lesson databases the music store can better target market for the campaign.

(Issue Reference: DIRSMILE-1998)

- ### Cross Media – Digital StoreFront Integration

Cross Media 8.1 enables exporting campaign templates option for better integration with Digital StoreFront. You can now import campaigns created in Cross Media to Digital StoreFront using secret key and template name. (Issue Reference: DIRSMILE-2269)

- ### Marketing Portal Dashboard Display

With Cross Media v. 8.1 the dashboard is now displayed inside the marketing portal for Cross Media campaigns. (Issue Reference: DIRSMILE-2401)

Issues Resolved in Cross Media 8.1

Campaign Names

- **Cross Media 7 campaigns not showing**

Resolved the issue that was preventing v. 7 campaigns from showing when the campaign name was different from the design name. (Issue Reference: DIRSMILE-2326)

Campaign Preview

- **HTML artifacts in screen preview**

Resolved the issue that was causing some HTML artifacts (e.g., %40 and https//) from being displayed in screen previews. (Issue Reference: DIRSMILE-2424)

Color and Font Lists

- **Exporting color list**

Resolved the issue that was preventing export of the color list to a colorSwatches.txt file (containing all color strings that define a color swatch). (Issue Reference: DIRSMILE-2221)

- **Select all and Deselect all buttons**

Added **Select all** and **Deselect all** buttons for fonts and colors on the Buyer Side options window. (Issue Reference: DIRSMILE-2239)

Dashboard

- **Event count chart display**

Resolved the issue that was preventing display of an event count chart indicating how many leads got one or more specified events. (Issue Reference: DIRSMILE-2398)

Database

- **Form radio buttons**

Resolved the issue that was preventing certain radio buttons in a form from being saved to the database. (Issue Reference: DIRSMILE-2437)

Email Campaign Element

- **Images in email campaign media elements**

Resolved the issue that was preventing display of uploaded images for variable or database fields in email media elements. (Issue Reference: DIRSMILE-2402)

- **Sending email from Marketing Portal timeline**

Resolved the issue that was preventing sending email from the Marketing Portal timeline section of a campaign. (Issue Reference: DIRSMILE-2403)

Forms

- **Duplicate form names**

Resolved the issue that was not preventing duplicate form names. (Issue Reference: DIRSMILE-2455)

Switch and Variable Panels

- **Images in email campaign media elements**

Resolved the issue that was causing the entire UI to shift right when a user attempted to scroll right (using the > right arrow key) in the Switch and Variable panels. (Issue Reference: DIRSMILE-2469)

Templates

- **Line spacing**

Resolved a line spacing issue in the production PDF when the Pixel Perfect option was enabled. (Issue Reference: DIRSMILE-1751)

Variables

- **Variables containing a direct mail function**

Resolved the issue that was causing an error (i.e., “No method implementation found”) in VDP documents with variables containing a direct mail function. (Issue Reference: DIRSMILE-2502)

- **Spaces for suppressed variables**

Resolved the issue that was causing a space to be added for each suppressed variable. (Issue Reference: DIRSMILE-2006)

Issues Resolved in Cross Media 8.0

Database Import

- **Lploginmode and new user registration**

Resolved the issue that was preventing new user registration (i.e., no llogin is created) when a database was uploaded with lploginmode column content and a random number. (Issue Reference: DIRSMILE-2194)

- **Database import failure**

Resolved the issue that was causing database import to fail (with the message “the given key was not present in the dictionary”) during campaign creation. (Issue Reference: DIRSMILE-2171)

- **Database import hangs**

Resolved the issue that was causing database import to hang so that the Cross Media designer was not functional. (Issue Reference: DIRSMILE-2170)

- **Uploading an exported database**

Resolved the issue that was preventing an exported database from being reimported because the date format did not match. (Issue Reference: DIRSMILE-2169)

- **Importing databases with special characters**

Resolved the issue that was causing an error when importing database files with special characters (e.g., \$) in the column header(s). (Issue Reference: DIRSMILE-2155)

- **Workflow event filters with custom databases**

Resolved the issue that was preventing workflow event filters from working in custom databases (i.e., the error was reporting CreatedOn column not found). (Issue Reference: DIRSMILE-2131)

- **Scrolling position in database view**

Resolved the issue that was causing the database view to be reset (including the horizontal scroll position) each time the database view was reloaded. (Issue Reference: DIRSMILE-2088)

Miscellaneous

- **Display of variables in email messages and web pages**

You can now bold / unbold variables and links in email messages and web page elements. (Issue Reference: DIRSMILE-1976)

- **CMYK – sRGB color value conversion handler**

Resolved the issue that was causing CMYK colors in SmartCampaign and SmartCanvas to be rendered incorrectly. (Issue Reference: DIRSMILE-1846)

- **Display of variables in email messages and web pages**

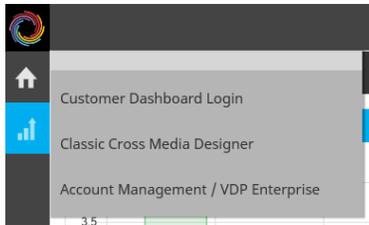
You can now bold / unbold variables and links in email messages and web page elements. (Issue Reference: DIRSMILE-1976)

- **Spell checking**

Spell checking functionality in Cross Media designer lets the browser to do spell-checking. (Issue Reference: DIRSMILE-1889)

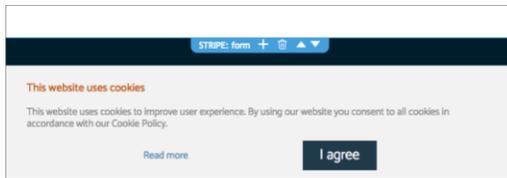
- **Menu access to software components**

A menu provides access to MarketDirect software components: Customer Dashboard, Classic Cross Media Designer, and Account Management / VDP Enterprise. (Issue Reference: DIRSMILE-2008)



- **Cookie policy alert**

All web-based media elements in campaigns now display a cookie policy alert. (Issue Reference: DIRSMILE-2041)



- **Rotated 1” square rectangle frame tool**

Resolved the issue that was causing a 1” x 1” rectangle frame tool rotated clockwise 90° to not display the image within when all 3 options (Fit to box, Proportional, and Fill out) are all selected. (Issue Reference: DIRSMILE-772)

- **Add stripe and Google fonts**

Resolved the issue that was causing all Google fonts to be missing after the add stripe (+) icon was clicked. (Issue Reference: DIRSMILE-2108)

- **Errors sending email in batches**

Resolved the issue that was causing an error (i.e., “Could not read filter ids. Message: Incorrect syntax...”) when sending email messages in batches. (Issue Reference: DIRSMILE-2094)

- **Documents not printing in production workflow**

Resolved the issue that was preventing documents created in a SmartCampaign from being printed in the production workflow. (Issue Reference: DIRSMILE-2160)

- **Selecting / deselecting “show json” checkbox in form editor**

Resolved the issue that was preventing deletion and ordering of options in the form elements editor when selecting / deselecting the “show json” checkbox. (Issue Reference: DIRSMILE-2150)

- **SmartCampaign form buttons in Firefox**

Resolved the issue that was preventing SmartCampaign form buttons from being shown in the preview pane in Mozilla Firefox browser. (Issue Reference: DIRSMILE-2149)
- **Invalid form conditions**

An error message now alerts users that they have created invalid form conditions (e.g., specifying a field in a form condition such as Country == "USA" when there is no Country field in the form). This type of error, however, no longer prevents editing of the text in the SmartCampaign preview pane. (Issue Reference: DIRSMILE-2189)
- **Keyword "let" in SmartCanvas**

Resolved the issue that was causing SmartCampaigns not to load in older browsers because of the use of the keyword "let" in SmartCanvas. (Issue Reference: DIRSMILE-2179)

System Requirements

Please ensure your system meets the following minimum requirements before beginning the installation process.

EFI MarketDirect Cross Media

Hardware and Software

<i>Processor</i>	<ul style="list-style-type: none"> • x64- processor with at least 1.5 GHz and 8 or more virtual cores
<i>RAM</i>	<ul style="list-style-type: none"> • 12+ GB
<i>Hard disk</i>	<ul style="list-style-type: none"> • 500+ GB (failsafe storage with backup strategy recommended)
<i>Accessibility</i>	<ul style="list-style-type: none"> • Fixed IP-address with 100Mbit download and upload Internet connection (or higher) • RDP access for the DirectSmile network • Ports Out: 25, 465, 80, 443 • Ports In: 80, 443 • Public SSL certificate (not included)
<i>Operating System</i>	<ul style="list-style-type: none"> • Windows Server 2012 R2 or 2016
<i>Required Components</i>	<p><i>Not Included:</i></p> <ul style="list-style-type: none"> • MS SQL 2008 R2 Server Standard Edition or higher <p><i>Included (installed as part of the server solution):</i></p> <ul style="list-style-type: none"> • MS Access database engine 2007/2010 • Redis • .NET Framework 4.0 • .NET Framework 4.6.1 • Microsoft Silverlight 5 • Microsoft Silverlight SDK 4/5 • Visual C++ 2005 SP1 Redistributable Package • Visual C++ 2008 Redistributable Package • Visual C++ 2010 Redistributable Package • Visual C++ 2013 Redistributable Package • Visual C++ 2015 Redistributable Package

Hardware and Software

Windows Browser for Designer <i>For Cross Media Pro</i> <i>Classic Campaign Designer</i>	<ul style="list-style-type: none">• Chrome, Internet Explorer 10 or later, Firefox, Chrome, Edge• Internet Explorer 10 or later, Firefox ESR
Mac Browser for Designer <i>For Cross Media Pro</i> <i>Classic Campaign Designer</i>	<ul style="list-style-type: none">• Chrome, Safari, Firefox Extended Support Release• Safari, Firefox ESR
<i>For Cross Media Pro</i> <i>Classic Campaign Designer</i>	<ul style="list-style-type: none">• Safari (enable Silverlight), Firefox ESR
<i>Email/SMS Distribution</i>	<ul style="list-style-type: none">• EFI does not provide Email and SMS distribution capabilities. We recommend Sendgrid for Email and Clickatell for SMS distribution.
