Quick-start Guide:
# Using the Stripo Plugin in Visual Dialogue

Stripo is a web-based platform for creating email templates. It offers both drag-and-drop and HTML email template builders that allow users to quickly create high-quality, interactive and responsive emails.

The Spark Stripo plugin enables the distribution of these emails via Visual Dialogue, ensuring your customer data is kept secure as there is no need to export/import to other cloud-based applications.

The following is a simple guide to get you and your team up and running with Stripo right away! The Guide is intended for end-users with some general experience with using Visual Dialogue.

CREATE AN EMAIL TEMPLATE IN STRIPO

1. Go to https://stripo.email/ and login. (If you haven't received an invite to join, you'll need to request this from your Spark Account Manager)

2. From the top right drop-down menu, select your company's name and the 'Shared' option.
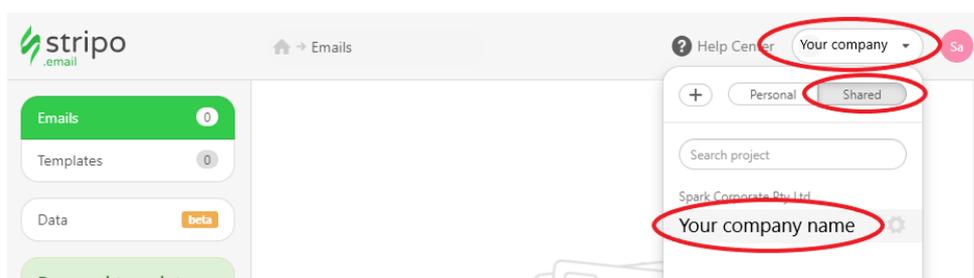
3. Click on the "Create Your First Email" or "New Email" button.

4. Choose from one of the Basic or Prepared templates, or if you would just like to import your own HTML, select 'My HTML'. *(We recommend giving the Training Basic Template a go. It will give you a good idea of the design capabilities of Stripo)*

5. Go ahead and Create/Edit your Email template. Check out this article to help you with the design, https://stripo.email/blog/how-to-build-an-email-with-stripo-manual-a-to-z/

Spark

6. Give your Email a name and save it.
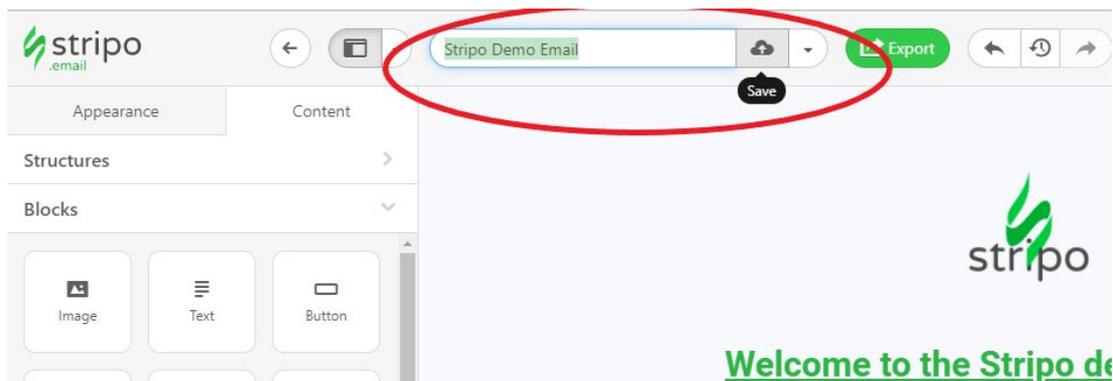
7. **Merge Tags**

If you'd like to insert a merge tag, for example a First Name, you'll find these in the Merge Tags dropdown menu, under Custom Tags. *(You can add more tags in Project Settings)*
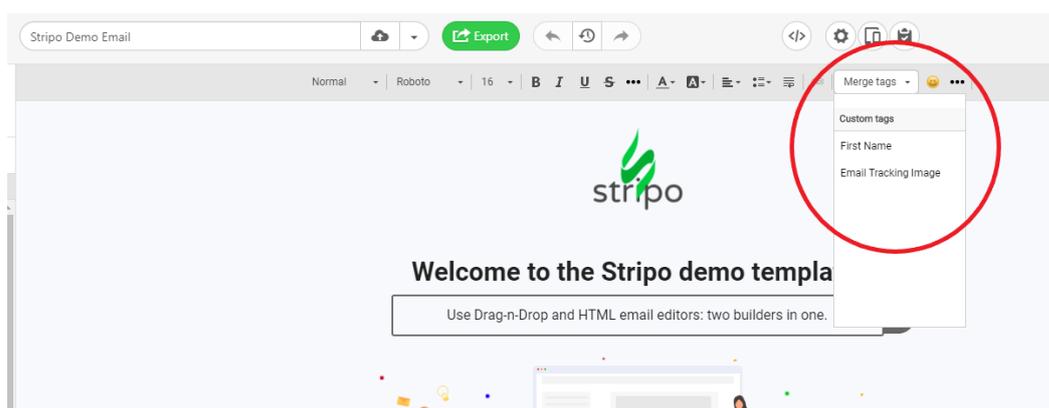

8. **Custom Links**

Just like Custom Tags, you can create and insert custom links. Once you've clicked the Link button, you can select from Custom tags to hyperlink the text or image in your email.

Spark
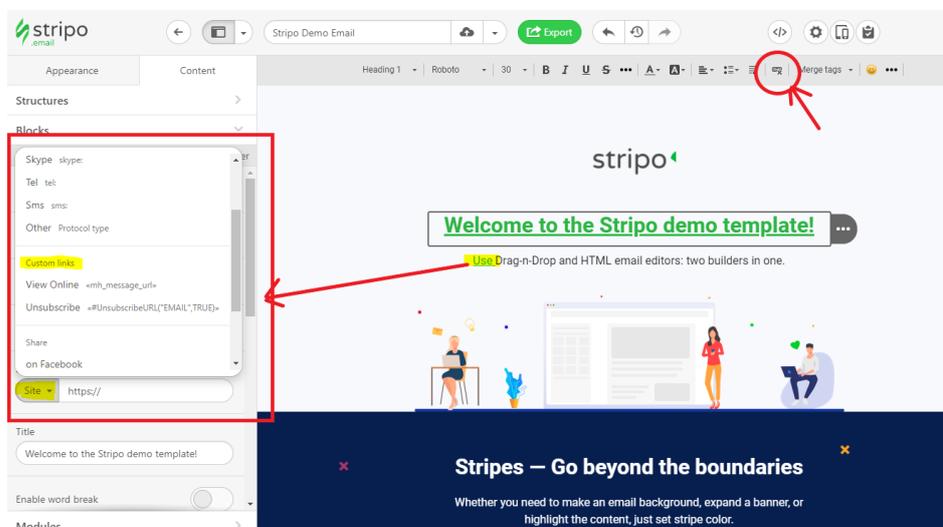
9. **Link Tracking**

In order for Visual Dialogue to track a link in your email, you'll need to add in a little HTML code. Click on the link you'd like to track, then click the Code Editor button to view/edit the code. Type **mh_track="button"** directly after **target="_blank".** (Whatever is in the quotation marks will be the name given to your tracked link)
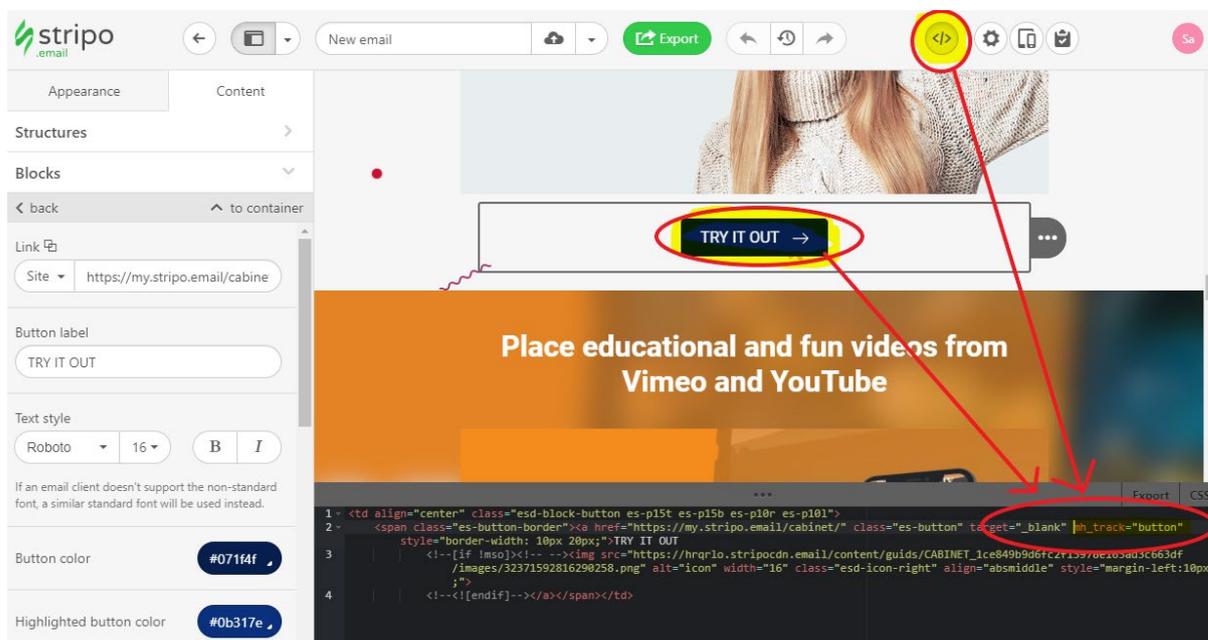
10. You can send yourself or colleague a Test of the email directly from Stripo. Note: Any merge tags, will only appear as code, as the merging happens only in Visual Dialogue.

11. There is also functionality to perform a Litmus test (subject to monthly limits), to see how your email displays across email clients and devices.

12. When you've finished editing your Email, you will need to save it as a 'new <u>Template</u>'. I**t will not be usable in Visual Dialogue until it is saved as a Template.**

Spark
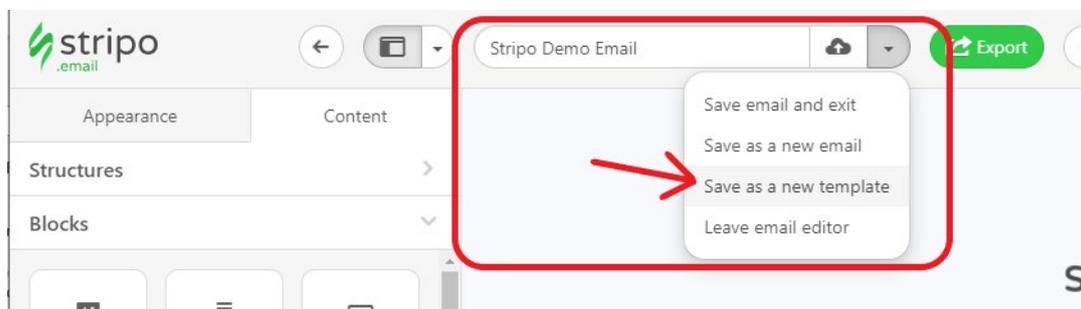
SEND THE EMAIL VIA VISUAL DIALOGUE

1. **Create a Shell Email Template.**
   Essentially this is a semi-blank (but very important) Email Template that Visual Dialogue will use to populate the contents from your Stripo-created Email Template.

   The settings of the Shell template are what will be recorded within Message Manger and Customer View as what has been sent to the customer. It also controls the 'Use outbox' functionality.
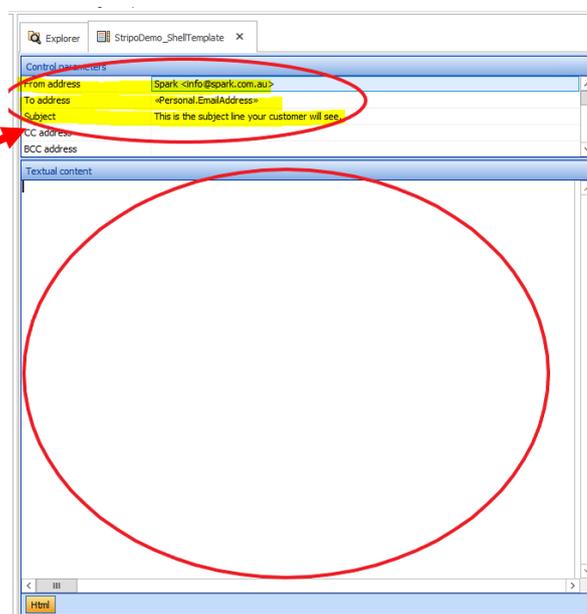
   a. From the Create menu, select 'HTML email (blank)'
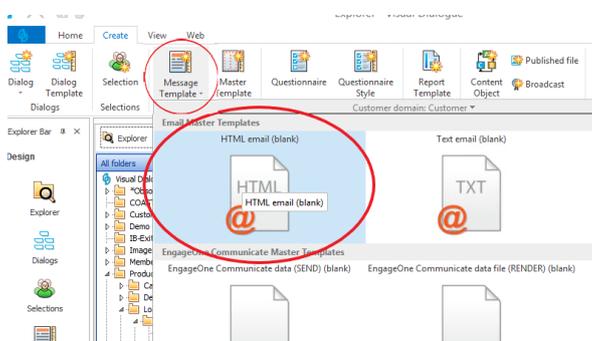
   b. Give your template a name, then click Finish.
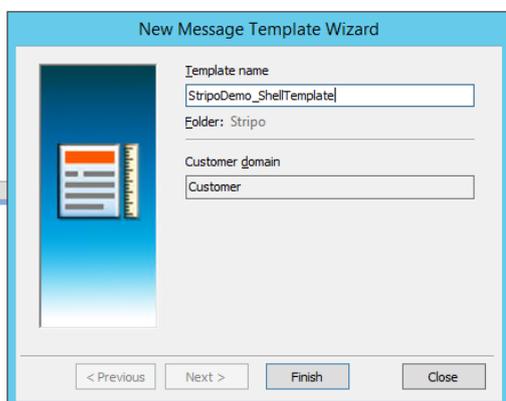
   c. Complete the **From**, **To** and **Subject** sections of the Control Parameters. These are what are used when sending to your customer. Keep the content section of the email <u>blank</u>.
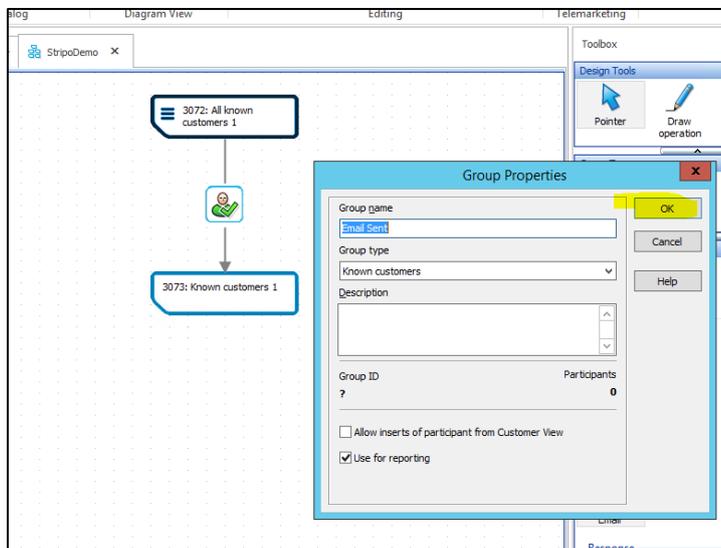
Spark

2. Add the 'Send Stripo Email' operation to your Dialogue.
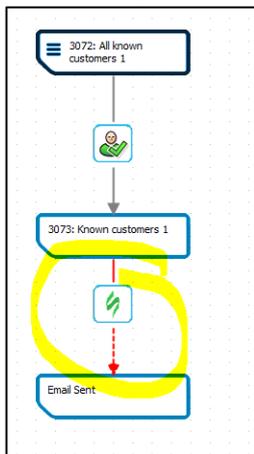
   a. Click on the 'Send Stripo Email' operation from the Operation Types menu, then drag it to the dialogue group you'd like to receive the email.
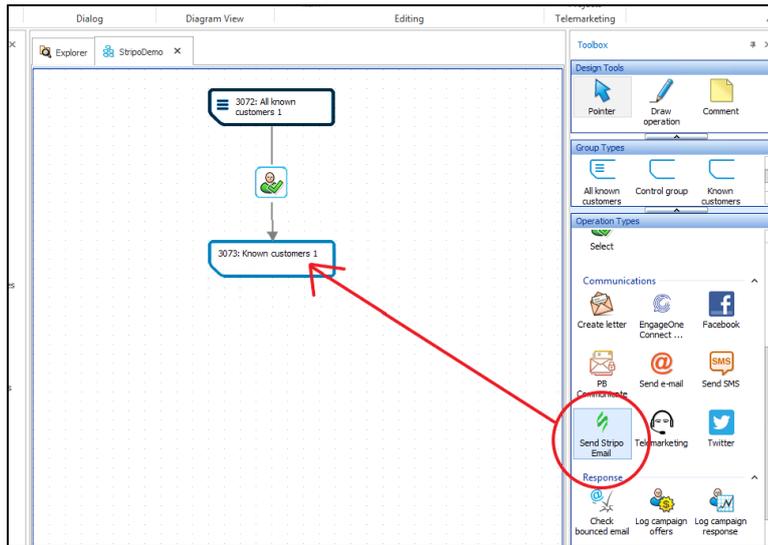
   b. Click OK twice to pass through the pop-up boxes.

   c. Your new operation is now be part of your Dialogue.

Spark

3. Configure the 'Send Stripo Email' Operation Properties window.

    a. Double-click on the Stripo operation to open the Operation Properties window.

    b. Select the ellipsis ("...") button for 'Stripo Template'. You'll be presented with a selection of all your available Stripo Templates. Select the one you want, then click OK.
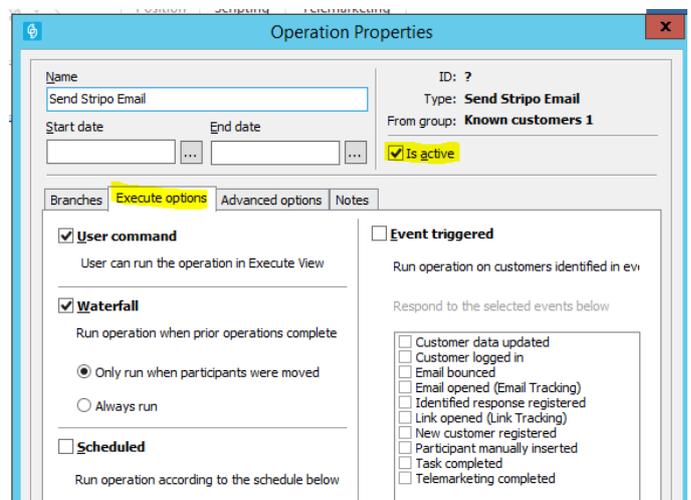
    c. Next, select the ellipsis button for 'Email Template'. Select the Shell Email Template (the one you created back at step 1), then click OK.
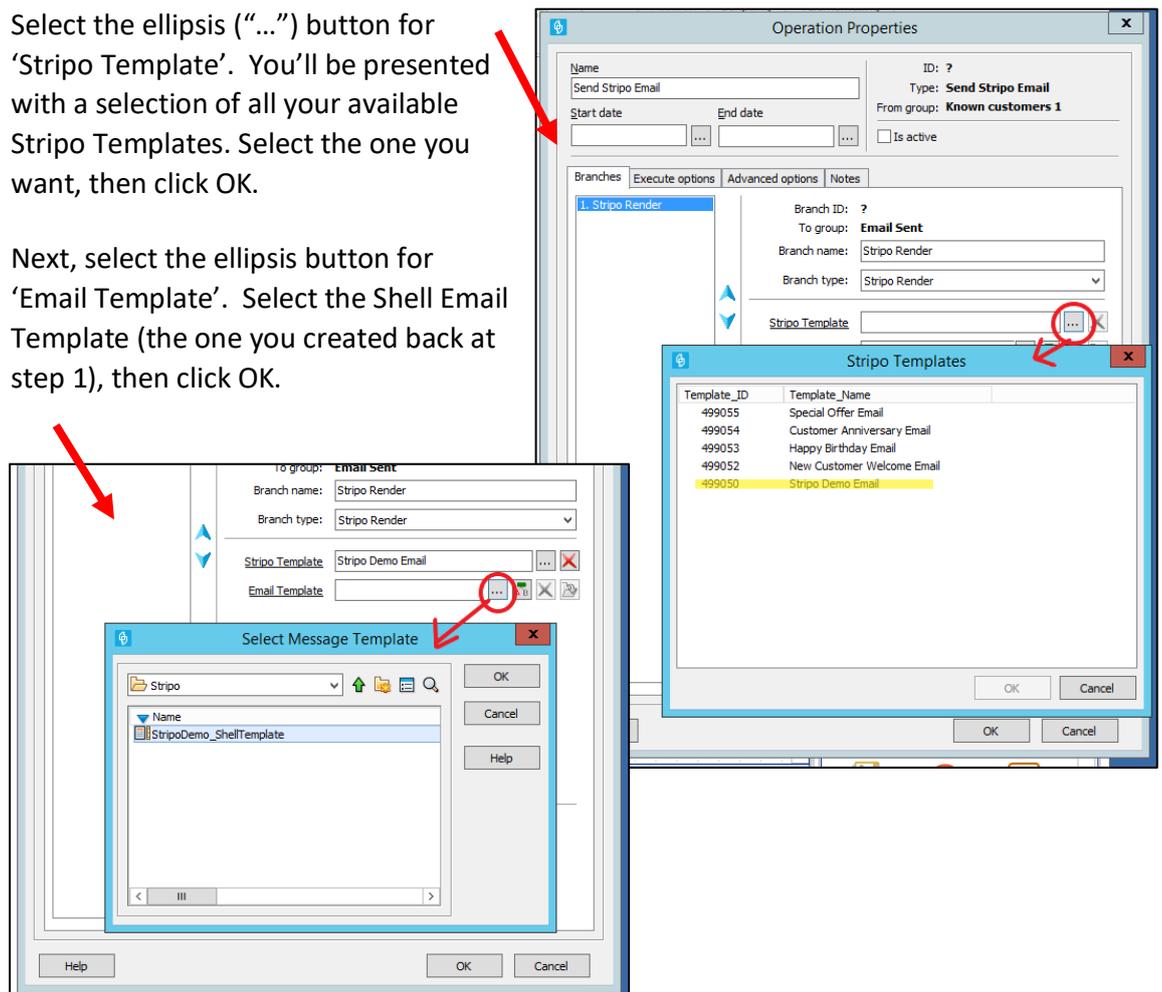
    d. Complete the Execute operations tab (i.e. Waterfall/Scheduled).

    e. Check the 'Is active' box.

    f. Click OK to close the Operation Properties window.

Once you've completed your GoLive checklist, you're ready to send!

Spark

Frequently Asked Questions

Q: How does the operation work?

A: When a participant moves through the operation, Visual Dialogue connects to Stripo via API credentials, to consume the HTML within the Email Template that you created in Stripo. It uses that code to populate the Shell Template (the one you created in Visual Dialogue). During this stage, any merge tags or custom links are generated within Visual Dialogue and populated in the email.

Q: Will the operation take a long time if there are a lot of participants to move through?

A: No. It will take the same time to run as would a regular Send Email operation.

Q: Will the emails that are sent through the Stripo plugin appear in Customer View under the customer's profile?

A: They sure will! They'll also appear in the Sent Emails tab in Message Manager.

Q: Can we send emails directly through the Stripo web-browser?

A: No, Stripo doesn't distribute emails. It is purely a program to create and edit create high-quality interactive and responsive emails. Visual Dialogue is the place where the emails are distributed.

You can, however, send Testers directly from Stripo. This is handy for quick reviews of the look and feel, and some hyperlinks within the email.
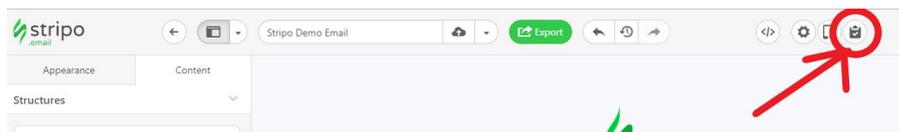
Q: Where is Stripo's main server and backup server is located?

A: The Stripo servers are located offshore (US)

Q: Does customer data leave Australia?

A: No. Data is NOT uploaded into Stripo. All your data remains hosted on the application server, i.e. where Visual Dialogue resides. Visual Dialogue connects to Stripo via API credentials to consume HTML. The consumed HTML is then stored in a template within Visual Dialogue (VD). All data is merged into a (VD) HTML template exclusively on the application server.

Q: Who can view and edit my Stripo emails?

A: Anyone within your organisation that has been given access. You are allocated two User accounts to start with. You can purchase more if you like. You can also restrict User access, for example permission to edit only text, view emails only, or full-editing access.

We're here to help! If you have a different question or just need some help with your Stripo plugin, just log a ticket on the Service Desk or contact your Spark Account Manager.

Spark