



Engage Product Enablement - Introduction



Available Enablement Material

Online Help

Accessible from

- From the applications, through the question mark
- From the client portal, through the Online doc menu option at the top
- Directly using the following URL:
<https://getstarted.selligent.com>

It contains help topics on:










- Engage
- Grow
- Recommendations
- Site
- Campaign
- Data Studio
- ...



- What's New? ▶
- Engage ▶
- Grow ▶
- Recommendations ▶
- Data Studio ▶
- Campaign ▶
- Mobile (Engage) ▶
- Site (Engage) ▶
- Site (Campaign) ▶
- Resources ▶
- Learning Videos ▶
- Marigold Training Registrations ▶



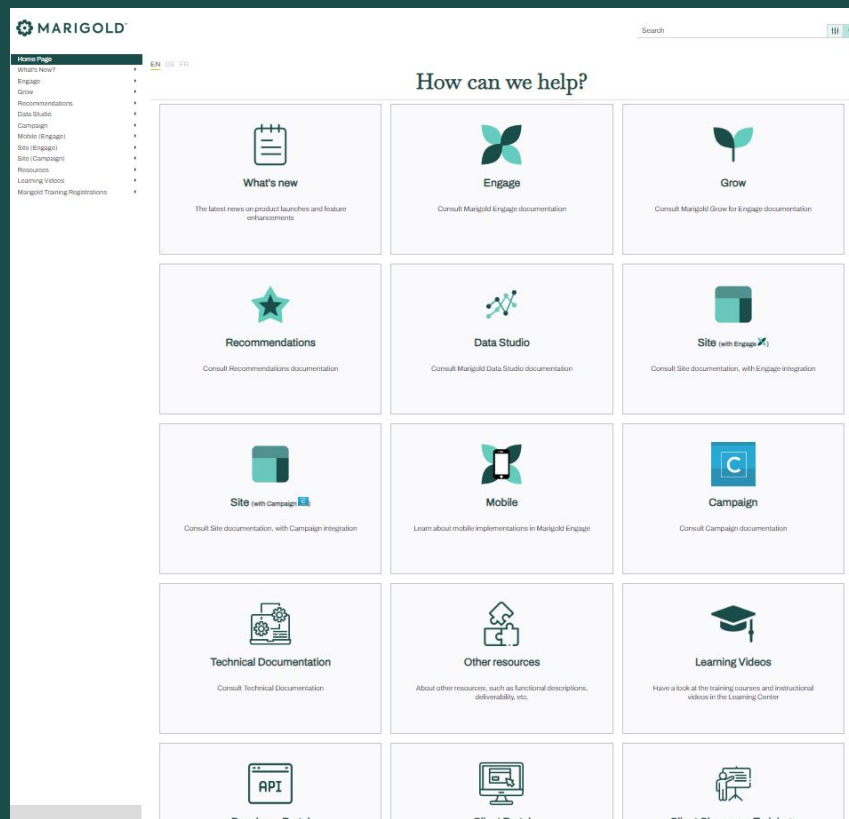
How can we help?

 What's new The latest news on product launches and feature enhancements	 Engage Consult Marigold Engage documentation	 Grow Consult Marigold Grow for Engage documentation
 Recommendations Consult Recommendations documentation	 Data Studio Consult Marigold Data Studio documentation	 Site (with Engage) Consult Site documentation, with Engage integration
 Site (with Campaign)	 Mobile	 Campaign

Overview

What can you find in the different sections

- Newsfeed and History of Release Notes and Highlights
- Feature-based Help Topics for the different solutions
- Technical documents for integrations and other setups
- Functional descriptions for Engage, Campaign and Site
- Video learning
- Maintenance schedule
- Platform limitations and cookie usage
- Direct access to the Client portal, Support portal and classroom enrolments
- ...



Release Notes and Newsfeed

- A news feed with high level updates and links to the available Release notes

- A history of the release notes

- A quarterly overview of the highlights

- Release notes for Engage, Site and Campaign when applicable

The screenshot shows the Marigold user interface. At the top left is the Marigold logo. To its right is a search bar and a hamburger menu icon. Below the logo is a navigation menu with items: Home Page, What's New? (highlighted), Engage, Campaign, Site, Engage, Grow, Recommendations, Loyalty, Data Studio, Campaign, Mobile (Engage), Site (Engage), Site (Campaign), Resources, Learning Videos, and Marigold Training Registrations. In the top right corner, there are language selection options (EN, DE, FR) and a 'What's New?' button with a printer icon and navigation arrows. The main content area is titled 'What's New' and features a date separator for 'January 10, 2024'. The first section is 'Maintenance Overview', which includes a paragraph about planned maintenance and a table of dates. The table has two columns: 'US - 01:00 - 05:00 CST' and 'EU - 00:00 - 04:00 CET+1'. The second section is 'What's New in Marigold Engage', which includes a paragraph about the 5.59 release and a bulleted list of new features.

Home Page

What's New?

Engage

Campaign

Site

Engage

Grow

Recommendations

Loyalty

Data Studio

Campaign

Mobile (Engage)

Site (Engage)

Site (Campaign)

Resources

Learning Videos

Marigold Training Registrations

EN DE FR

Search

What's New?

What's New

January 10, 2024

Maintenance Overview

An overview of all planned maintenance is available from the online help; please check out the following [topic](#) for an overview for 2024. Next upcoming maintenance is :

US - 01:00 - 05:00 CST	EU - 00:00 - 04:00 CET+1
11/01/2024	09/01/2024
25/01/2024	30/01/2024
08/02/2024	13/02/2024

What's New in Marigold Engage

This is our first release after the festive season, introducing this new year with new features and interesting updates. Here is what you can expect for the 5.59 release:

- New **TO** parameter is available for Inbound Event Components, used for incoming SMS.
- A dedicated **Service Account for Loyalty** with preset permissions can now be created.
- **Asset labels** are activated for all customers and users will see their legacy tags converted into asset labels.
- The Transactional API now allows **status retrieval** of the transactional message using the `sg_external_id`.
- The **Swiss Franc** is now supported in the user profile

On the documentation side, an extensive QnA on Yahoo and Gmail requirements has been added to our Resources. Check out the [Yahoo and Gmail sender requirements](#) topic for more info.

In addition, the Resources section has been extended with the following guides for:



Feature Based Help Topics

- Per application and per chapter in the application

- Some examples/Uses cases for Engage and Site

- User Guides

The screenshot displays the Marigold Engage help portal. At the top left is the Marigold logo. A search bar is located at the top right. Below the logo is a navigation menu with the following items: Home Page, What's New?, Engage (highlighted), Interface, Content Management, Journey Management, List Management, Reports, Dashboards, Library, Data Exchange, Cadence Management, Collaboration, General Functionality, Admin Configuration, Examples, Getting Started, Use the API Explorer, Grow, Recommendations, Data Studio, Campaign, Mobile (Engage), Site (Engage), Site (Campaign), Resources, Learning Videos, and Marigold Training Registrations. To the right of the menu are language options: EN, DE, FR. The main content area is titled "Overview Marigold Engage" and features a grid of 16 feature tiles. The "Data Exchange" tile is highlighted with a green border. Below the grid is a feedback section with the text "Do you have feedback concerning the online help, release notes, learning material or other general remarks?" and a "SEND FEEDBACK" button. At the bottom, there is a note: "Other inquiries can be introduced in the support portal. If you do not have an account on the support portal, please reach out to your Client Success Manager or internal administrator." A file path is visible at the very bottom: file:///C:/Work/10_Generated help/SelligentMarketingCloud/EN/Output/SelligentMarketingCloud/Content/Selligent Marketing Cloud/Data Exchange/DataExchange.htm



Technical Documents

- Ecommerce Integrations
- CRM integrations
- API documentation
- SDK for Mobile integrations
- Use of functions in Engage and Campaign

- ...



The screenshot shows the Marigold website's technical documentation page. At the top left is the Marigold logo. A search bar is located at the top right. A left-hand navigation menu lists various sections, with 'Technical documents' highlighted in a blue box. The main content area is titled 'Technical Documentation' and includes a sub-section for 'CRM Integration' with links to 'MsDynamics 365', 'Salesforce Classic', 'Salesforce Lightning', 'SugarCRM', and 'CDM'. Below this is the 'Campaign API' section with links for 'REST API', 'Individual API', 'Broadcast API', and 'API for Java'. The 'Site API' section contains a link for 'Site JavaScript API'. The 'Functions' section is also visible. On the right side, a 'Topic content' sidebar lists a comprehensive table of contents including 'CRM Integration', 'Campaign API', 'Site API', 'Functions', 'iOS integration', 'Android integration', 'E-commerce Integration', 'Content Rendering', 'XSS Prevention Guide for Campaign', and 'Services and Support documents'.

Functional Descriptions

Functional Descriptions provide a high-level overview of the capabilities of the solution and are available for:

- Engage
- Site
- Campaign

The screenshot displays the Marigold website's 'Functional descriptions' page. The layout includes a top navigation bar with the Marigold logo, a search bar, and language selection options (EN, DE, FR). A left sidebar contains a menu with 'Functional Descriptions' highlighted. The main content area features the title 'Functional descriptions', a brief introductory paragraph, and a list of links for 'Site functional description', 'Campaign functional description', and 'Engage functional description'. Below this is a feedback section with a 'SEND FEEDBACK' button and contact information for the support portal. The footer contains the copyright notice '© Marigold 2023. All rights reserved.' and the Marigold logo.

MARIGOLD™

Search

EN DE FR

Resources > Functional Descriptions

Topic content :
Functional descriptions

Functional descriptions

A functional description of a tool provides a global overview of the features included in the tool. It doesn't go into detail on how things are done, but rather explains what functionality is covered. This document can be used as a guideline to fill out RFP's or just to get a quick update on what can be expected from the tool.

- [Site functional description](#)
- [Campaign functional description](#)
- [Engage functional description](#)

Do you have feedback concerning the online help, release notes, learning material or other general remarks?

SEND FEEDBACK

Other inquiries can be introduced in the [support portal](#).
If you do not have an account on the support portal, please reach out to your Client Success Manager or internal administrator.

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Maintenance Schedule

- Schedule for the bi-weekly maintenance of the Engage environments
- Different schedule for the US and EU

MARIGOLD™

EN DE FR

Maintenance Schedule 2024

Following is an overview of the planned Engage maintenance. During this time, we will proceed to normal Windows updates installation and database maintenance. Downtime should be limited to one or two reboot(s) per server. Slowdowns and delays might also occur during this time.

US - 01:00 - 05:00 CST	EU - 00:00 - 04:00 CET+1
11/01/2024	09/01/2024
25/01/2024	30/01/2024
08/02/2024	13/02/2024
29/02/2024	27/02/2024
14/03/2024	12/03/2024
28/03/2024	26/03/2024
11/04/2024	09/04/2024
25/04/2024	30/04/2024
16/05/2024	14/05/2024
30/05/2024	28/05/2024
13/06/2024	11/06/2024
27/06/2024	25/06/2024
11/07/2024	09/07/2024
25/07/2024	30/07/2024
08/08/2024	13/08/2024
29/08/2024	27/08/2024
12/09/2024	10/09/2024
26/09/2024	24/09/2024



Learning Videos

Types of videos

- Feature based
- Course-based
- Release highlights

Areas covered

- Site
- Recommendations
- Engage
- Campaign
- Data Studio
- Grow

The screenshot displays the Marigold Learning Center interface. At the top left is the Marigold logo. A search bar is located at the top right. On the left side, there is a navigation menu with the following items: Home Page, What's New?, Engage, Grow, Recommendations, Data Studio, Campaign, Mobile (Engage), Site (Engage), Site (Campaign), Resources, Learning Videos (highlighted), Engage, Grow, Marigold Data Studio, Recommendations, Site, Campaign, Campaign vs Engage - Comparison, and Marigold Training Registrations. The main content area is titled "Welcome to the Learning Center" and features a grid of 11 video categories, each with an icon and a title: Engage - Courses, Engage - Use Cases, Engage - (How To) Feature Videos, Engage - Admin Configuration, Engage - Mobile, Grow, Data Studio, Recommendations, Site, Campaign, and Campaign vs Engage. The interface also includes language selection options (EN, DE, FR) and a search icon.



Others

- Access to Client Portal
- Access to Support Portal
- Access to Dev Portal
- Enrolments in trainings

The screenshot displays the Marigold website's home page. At the top left is the Marigold logo, and at the top right is a search bar. A navigation menu on the left lists various sections with right-pointing chevrons. The main content area features five service tiles: Developer Portal, Client Portal, Client Classroom Trainings, Partner Classroom Trainings, and Support Portal. Each tile includes an icon, a title, and a brief description. The Support Portal tile is highlighted with a teal background. At the bottom, there is a footer with the URL <https://support.seilgent.com> and the slogan "Searching the online help is easy".

MARIGOLD™ Search

- Home Page
- What's New?
- Engage
- Grow
- Recommendations
- Data Studio
- Campaign
- Mobile (Engage)
- Site (Engage)
- Site (Campaign)
- Resources
- Learning Videos
- Marigold Training Registrations

Developer Portal
Discover and integrate the Recommendations API and Delivery Cloud API, and consult the Delivery Cloud documentation.

Client Portal
Navigate to the Client Portal where you can find all info and documents for your personal Marigold profile

Client Classroom Trainings
If you're a Marigold client, you can have a look and register for Marigold classroom trainings here.

Partner Classroom Trainings
If you're a Marigold partner, you can have a look and register for Marigold classroom trainings here.

Support Portal
In case you encounter an issue or need assistance, you can create a ticket for our Support team in their portal.

<https://support.seilgent.com> Searching the online help is easy



Searching for information

Optimizing your search

Search

- Instructions on how to optimize the search
- Use of filters to narrow down search to a specific solution
- Recommended content

The screenshot displays the Marigold search interface. At the top left is the Marigold logo. A search bar on the top right contains the text 'tags' and a magnifying glass icon. Below the search bar, there are language selection buttons for 'EN', 'DE', and 'FR'. A prominent dark green button with a magnifying glass icon asks 'Didn't find what you were looking for?' and includes the text 'SHARE YOUR SEARCH TERM WITH US'. Below this, a message states 'Click one of the following filter buttons to show only search results for that specific section/tool:'. A row of filter buttons is shown, with 'SHOW ALL' highlighted in a dark blue box. Other filters include 'WHAT'S NEW', 'ENGAGE', 'GROW', 'RECOMMENDATIONS', 'CAMPAIGN REPORTING', 'CAMPAIGN', 'MOBILE', 'DATA STUDIO', 'SITE', 'TECHNICAL DOCS', and 'VIDEOS'. The word 'Filters' is written in orange below the buttons. Below the filters, a 'Search tips' section provides instructions: '- Use **double-quotes** when searching for strings containing spaces. For example **"single batch journey"**.', '- Always **check your spelling**, as typos may show incorrect results or no results at all.', '- Limit your search terms to a couple of **keywords**, and do not search for full sentences.', '- Try similar keywords. For example **task** vs **job**, or **customer** vs **consumer** vs **users**.', '- The search is **not case-sensitive**.', '- The search results also reflect **matches with variant endings**. For example, a search for **correct** also shows matches for **correctly** and **corrections**.' Below the tips, a message states 'Your search for "tags" returned 286 result(s)'. A green header bar reads 'Solution : Site'. The main content area explains that tags are used to identify pages/products by assigning a specific tag and a value, which is updated at each visit. It lists three types of tags: textual (e.g., Phones, Video, Computer), numeric (e.g., price, bonus point), and hierarchical. The text 'Recommended content' is written in orange at the bottom right of the solution box.





Get in Touch

Provide feedback and comments to the team

Get in touch!

Provide feedback, comments, updates or ask a question

- Feedback button in the help
- Direct email to km@selligent.com

The screenshot displays the Marigold Engage user interface. At the top left is the Marigold logo. A search bar is located at the top right. Below the logo, there are navigation links for 'Home Page' and 'What's New?'. A language selector shows 'EN', 'DE', and 'FR'. A left-hand navigation menu lists various categories such as 'Engage', 'Interfaces', 'Content Management', 'Journey Management', 'List Management', 'Reports', 'Dashboards', 'Library', 'Data Exchange', 'Cadence Management', 'Collaboration', 'General Functionality', 'Admin Configuration', 'Examples', 'Getting Started', 'Use the API Explorer', 'Grow', 'Recommendations', 'Data Studio', 'Campaign', 'Mobile (Engage)', 'Site (Engage)', 'Site (Campaign)', 'Resources', 'Learning Videos', and 'Marigold Training Registrations'. The main content area is titled 'Overview Marigold Engage' and features a grid of 14 tiles: Interface, Content Management, Journey Management, List Management, Reports, Dashboards, Library, Data Exchange, Cadence Management, Collaboration, General Functionality, Admin Configuration, Examples, and Use the API Explorer. At the bottom of the page, a question asks: 'Do you have feedback concerning the online help, release notes, learning material or other general remarks?'. A yellow arrow points to a dark green button labeled 'SEND FEEDBACK'. Below this button, a note states: 'Other inquiries can be introduced in the [support portal](#). If you do not have an account on the support portal, please reach out to your Client Success Manager or internal administrator.'



The background is a dark teal color. A green line starts from the bottom left, goes up to the top left, then down to the bottom right, forming a triangle. A pink arc starts from the top left, curves across the top, and ends at the bottom right.

Thank you