

N7 Nimblefish Nurture

Content Manager User's Guide

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Revision History

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Freda Salatino	April 2013	General redesign to accommodate the book's use online as online help Update to add PURL editing functionality, new features since Bellatrix (as documented in the 4/2013 Release Notes).	

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About This Guide

N7 Nimblefish Nurture is a web service that allows marketing personnel to fully manage all text and image and Personal URL (PURL) content for high-variability, custom, direct mail and email content versions. Using a simple and secure interface to the Nimblefish platform, the Nurture Content Manager enables users to refine their content version content until it's ready for them to approve internally. Once approved internally, the Nimblefish Tech Services team performs final QA and RRD Operations produces the final print, email or PURL output.

The *N7 Nimblefish Nurture Content Manager User's Guide* provides an overview of how to manage content in the Nimblefish Nurture Content Manager, from the time the assets are loaded into a Nimblefish content engine, through completion of internal content production.

It also provides guidance about how to perform specific console operations, including detailed instructions on how to use the Content Manager's content editor.

This manual has been designed to be useful both online (as a searchable PDF file with bookmarks and hyperlinked cross-references) and as a printed document. Care has been taken to design the pages so that discrete items can be printed for offline use.

Please be considerate of the environment, and print only those pages you will use in your day-to-day operations.

We value your feedback!

If something in this Reference is unclear, or seems inaccurate, please send an email to the Nimblefish Information Development & Design group: *****insert email alias*****

1 Accessing the Nimblefish Nurture Content Manager

N7 Nimblefish Nurture is a secure web service accessible from most any Windows or Mac browser. (For a complete list of system requirements, see Appendix A.)

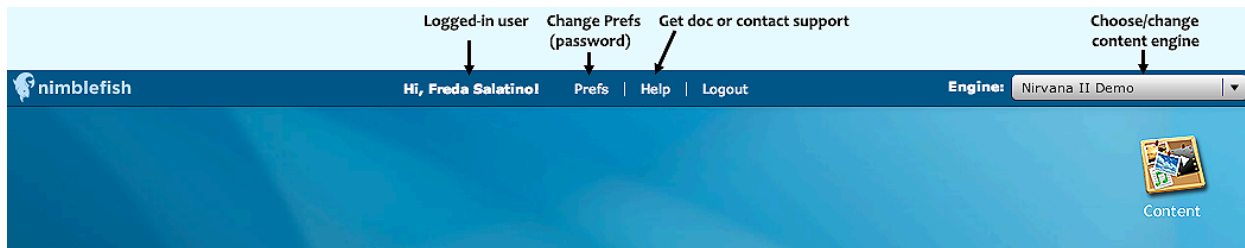
To access the Nimblefish Nurture Content Manager:

1. Point your web browser to the secure Nimblefish URL, <http://app.nimblefish.com/nurture>
2. Enter your unique User Name and Password, as supplied by the Nimblefish Client Services contact.
3. **If you are the only one who will be using Nimblefish Nurture from this workstation**, and you want the application to remember you next time you log in, select **Remember Me**. The next time you access the secure Nimblefish URL, Nurture pre-populates the **User Name**: field with your login.



4. Click **Login**.

The N7 Nimblefish Desktop displays.

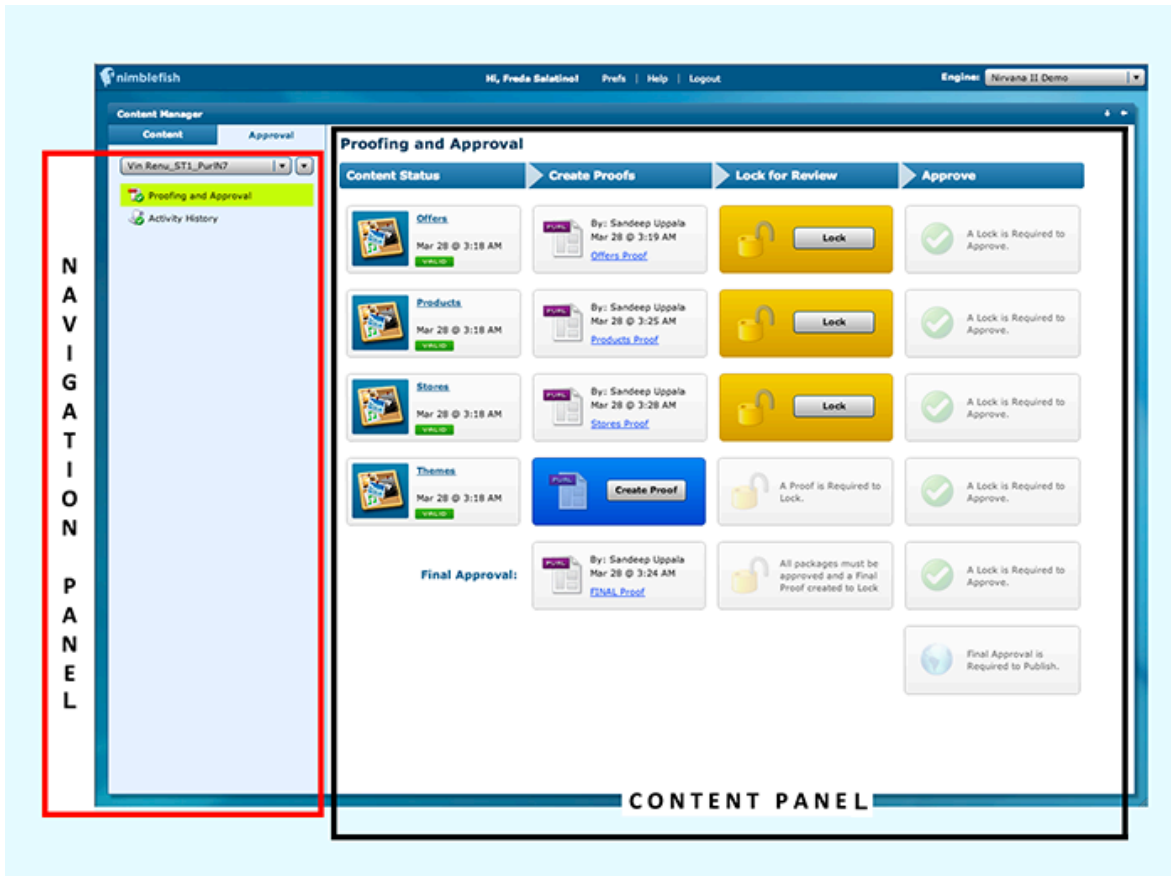


5. If your site has more than one content engine, specify which engine you want to work with.
6. Click the **Content** icon. The Nimblefish Nurture Content Manager displays.

The Content Manager is divided into three main sections:

- **The status bar** is identical to the status bar at the N7 Nimblefish Desktop page.
- **The Navigation Panel** enables the user to choose a content version, switch between viewing/editing content (see Working in Content View , beginning on page 9), and proofing/approving content (see Working in Proofing and Approval View, beginning on page 21).
- **The Content Panel** provides access to content version items to be viewed, edited, proofed, locked and approved (for details, see The Content Panel, beginning on page 11).

The first time you log in, the Approval tab is active in the Navigation Panel.



Use Content Manager to edit packages containing the following kinds of content:



1.1 Content Manager actions summary

The following table summarizes the kinds of actions you can take in the Content Manager. For details about each action, refer to in the **See...** column.

****Reviewers: Anything I've forgotten?***

Table 1. Content Manager Actions

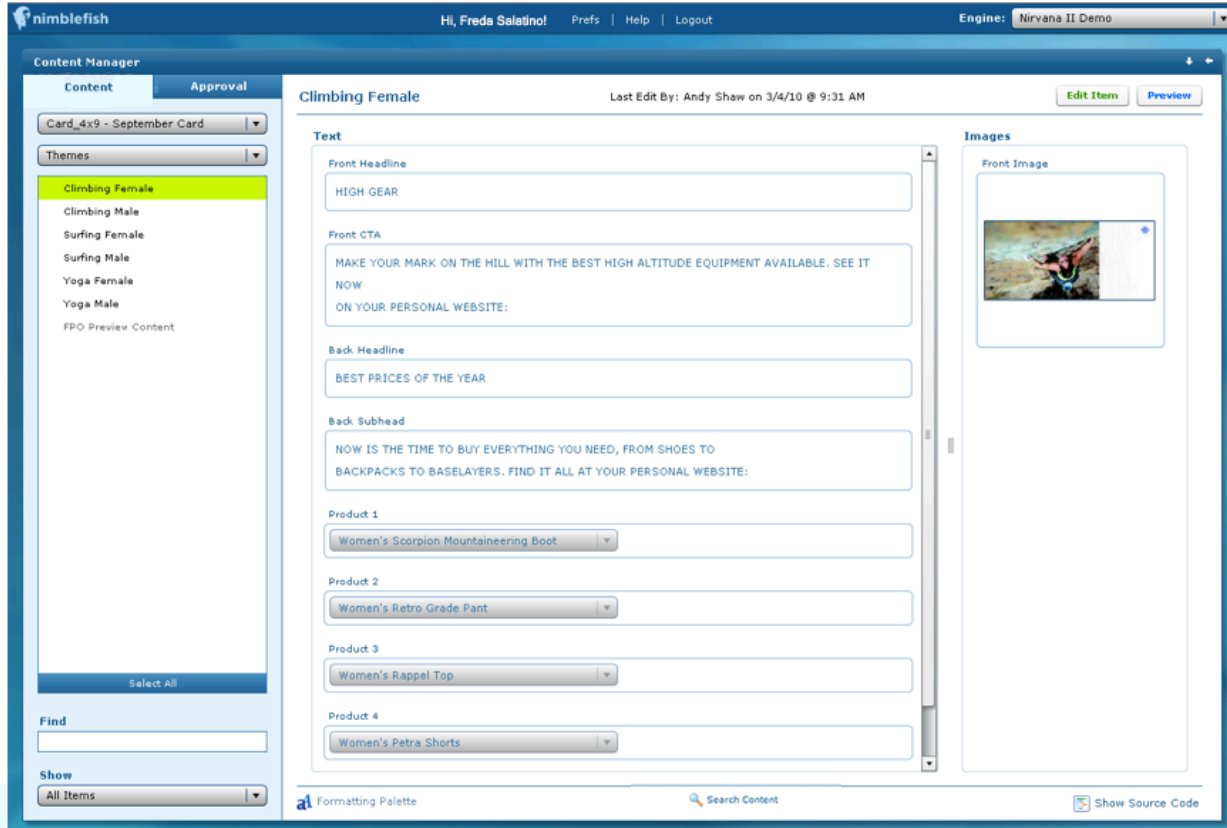
Action	Tab	See...
Add content to a lookup list	Content	Working with lookup list, page 19
Approve package contents	Approval	Approving and unapproving a package, page 27
Browse package contents	Content	Browsing content, page 14
Clone package (superusers only)	Content	Modifying packages, page 13
Delete package (superusers only)	Content	Modifying packages, page 6
Edit package content	Content	The Content Manager Editors, page 31
Export package (superusers only)	Content	Modifying packages, page 14
Generate a proof of a single item	Approval	Viewing or generating a proof, page 25
Generate a proof of the whole content version	Approval	Creating the final proof, page 28
Import content version (superusers only)	Content	Modifying packages, page 13
Lock package contents	Approval	Approving and unapproving a package, page 27
Preview package content	Content	Previewing content, page 16
Remove content from a lookup list	Content	Working with lookup list, page 19
Validate contents	Content	Invalid content, page 20, Validating content, page 45
Unapprove/unlock package contents	Approval	Approving and unapproving a package, page 27

2 Working in Content View

To view, add, edit and preview package content, click the Navigation Panel's Content tab to initiate Content View.

Content View is comprised of:

- The **Content tab**, open in the Navigation Panel.
- The **Content Panel**, which reflects editable fields in the selected content (text, graphics files, external links) and provides access to search and text editing functions. (For details about editing, see The Content Manager Editors, beginning on page 31.)






2.1 The Content tab (Navigation Panel)

Use the Content tab to choose a content version, pick a package, and select one or more items to browse or edit. The Content tab is comprised of the Content Version menu, the Package Action selector, the Package list, the Package Browser, the Item Browser, the Find Control, and Show selector.

The **Content Version Menu** lists all content versions available for the currently-selected content engine, with the most recently-created content versions on top. Once you select a content version, its associated packages (Offers, Products, Stores, Themes) display in the Package Menu.

When visible, the **Package Action Menu** provides superusers with the ability to clone, delete and export packages, and to import contents into the selected package. (For details, see Modifying packages, beginning on page 13.)

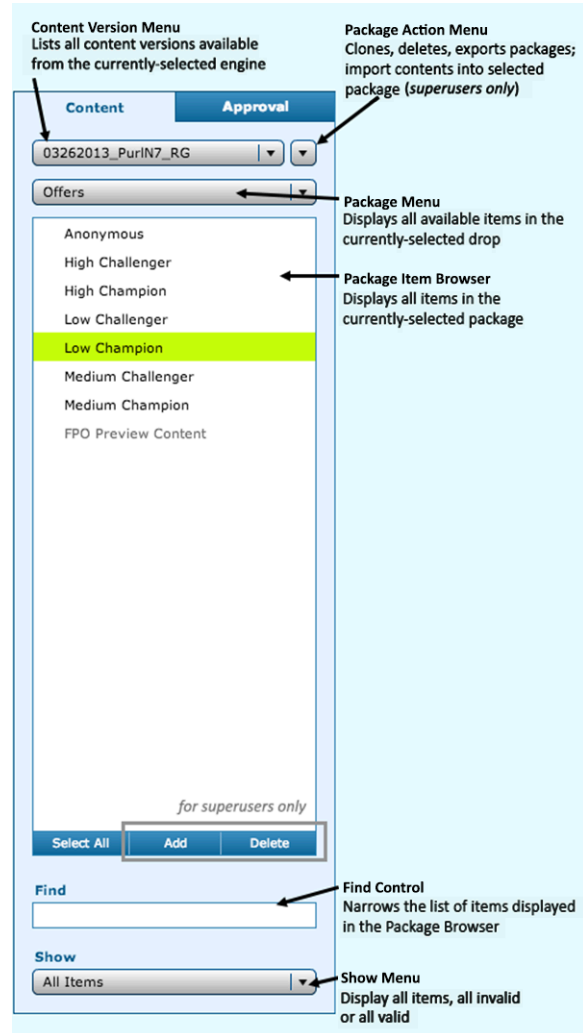
The **Package Menu** displays all available items in the currently-selected content version, which might be regular packages or lookup lists:

-  -- The object is a lookup list (see page 19)
-  -- The object is a regular package
-  -- The package has been locked or approved by someone else

The **Package Item Browser** displays all the items associated with the selected package. The display in the Content Panel will change depending on the type of item(s) selected.

To search for items by name, use the Find Control, also at the bottom of the package browser area. Find searches the Item Name or Item Description of all items in that package.

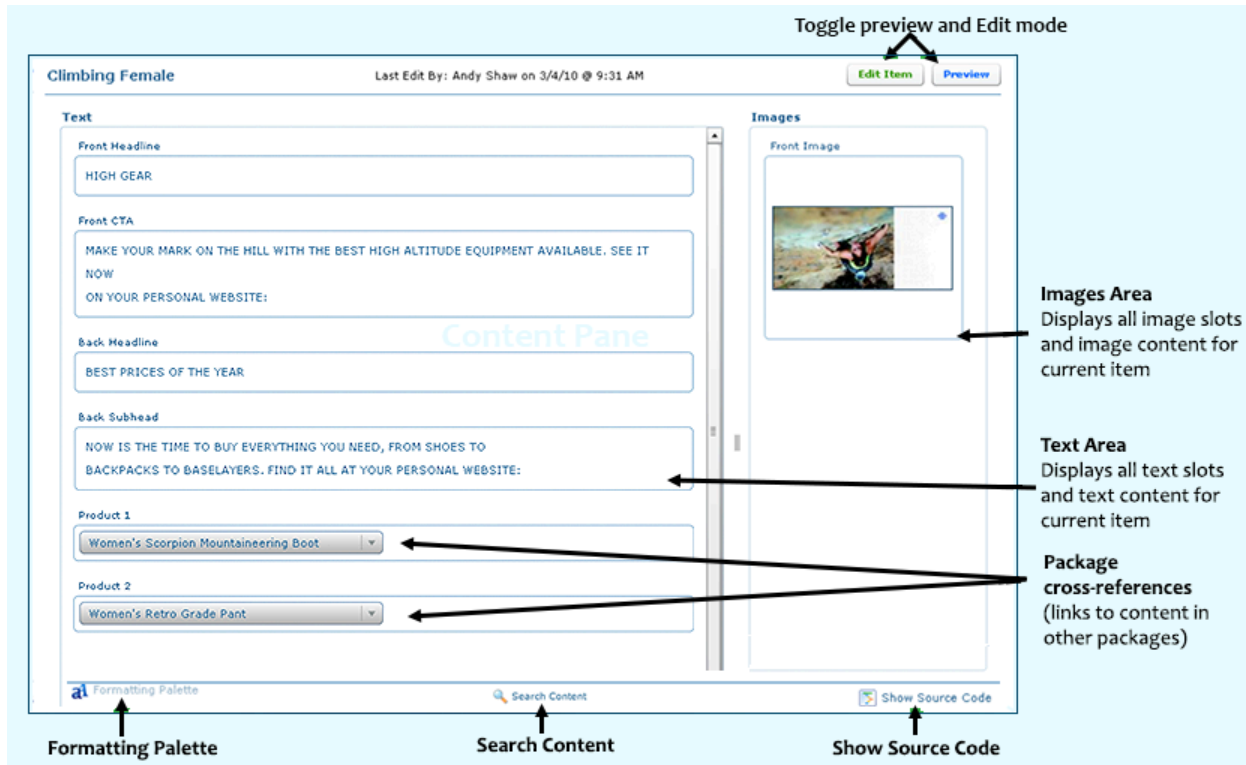
To narrow the selection of items displayed, use the Show Menu. Invalid items are displayed in **red**.



2.2 The Content Panel

The Content Panel displays the text and image/media content found in the currently-selected item(s), and provides tools to edit content and invalid entries. It is comprised of an Item Header, Text/Images Area, and the Item Footer, which provides a Search facility and two important content editing tools.

Note: The text and images areas are separated by an adjustable divider. To resize either area, click and drag the divider. The image thumbnails do not change in size when the area is widened, but Text slots shrink or to accommodate the new width.



- Item Header** **While viewing:** displays the name of the currently-selected item, information on most recent saved edit, an Edit Item button, and a Preview button.

While editing: displays the name of the selected item, information on the most recent edit, a Save button and a Cancel button.

Note: Items that are either currently being edited or “live” (part of a PURL) are locked to other users.
- Item Information** Shows the name of the item. If one or more slots in the item contain invalid content, a red pin is displayed next to the item name. For information about why the content is invalid, pass your mouse over the red pin.

 If the item is currently being edited, a lock icon appears next to the item name, and the Edit button is temporarily removed.
- Preview button** Uses the template loaded into the content engine to predict, as closely as possible, how the actual print piece, email or PURL will display.

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2.2.1 Text area

The Text area contains all the text slots (fields) for the currently-selected item. All slots configured for this item will appear, regardless of whether or not they contain text.

Some text slots may be filled with a drop-down list of other “cross-referenced”

packages. When a package is present in a cross-reference list, it means that content from that same slot can be used interchangeably with content from other cross-referenced packages. The current item is treated as if it includes the cross-referenced content, even though that content “lives” in a different package.



2.2.2 Images area

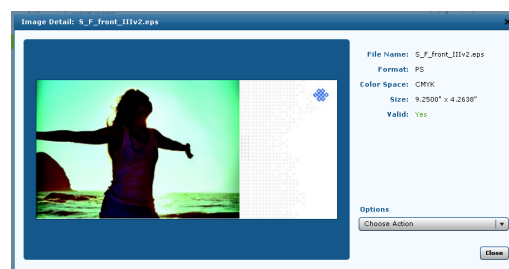
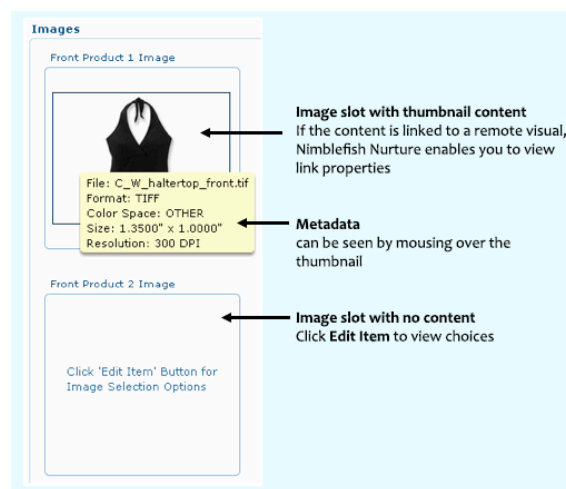
The Images area contains all the image slots (fields) for the currently-selected item. All slots configured for this item will appear, regardless of whether or not they contain an image or media.

To fill an empty image slot, click **Edit Item** and follow the instructions to upload the image from your hard drive or point to it at an internet website. (For details, see Adding or replacing an image, on page 41.)

To view image details, either right-click over the thumbnail (PC) or double-click the thumbnail (Mac). The Content Manager displays a larger thumbnail of the image, with the image's file name, format, color space, size and (if it's in raster format) its resolution. It also notes whether the image is valid.

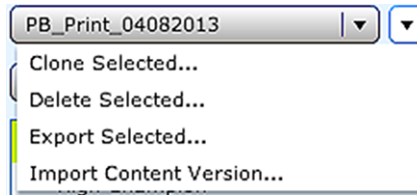
If the image is stored locally, the Options drop-down enables you to save a copy of the image to your hard drive, or to copy the image so that it can be pasted to another item.

If the image has been linked to from another location, The Content Manager provides a space to specify ALT text, the link name, and the link URL.



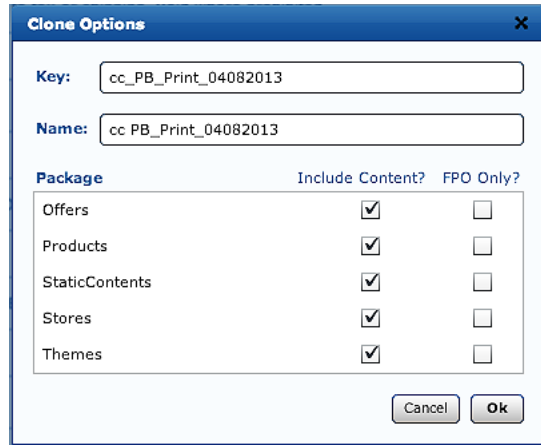
2.3 Modifying packages (superusers only)

If you are a superuser, your view of the Navigation Panel's Content tab and Approval tab includes the Package Action selector. Use the Package Action selector to enact operations on an entire content version, or only selected packages.



To clone part of all of a content version:

1. Choose "Clone Selected...". The Content Manager displays the Clone Options dialog.
2. Specify which packages you want to clone, and whether you want to include all content in the current copy, or just FPO.
3. Click **Ok**. A clone is created with the same key as the old version, prepended by cc_; the name, by default, is "cc [old name]".



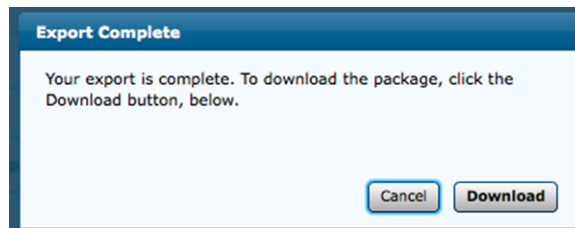
To delete the selected content version:

1. Choose "Delete Selected...". The Content Manager displays the Delete Content Version? Dialog. You are warned that a delete cannot be undone.
2. Click **Delete** to continue, or **Cancel** to abort.

(You may want to export the package to your desktop before you delete it from the content version, in case you ever change your mind.)

To export the items in a content version to a zip file on your desktop:

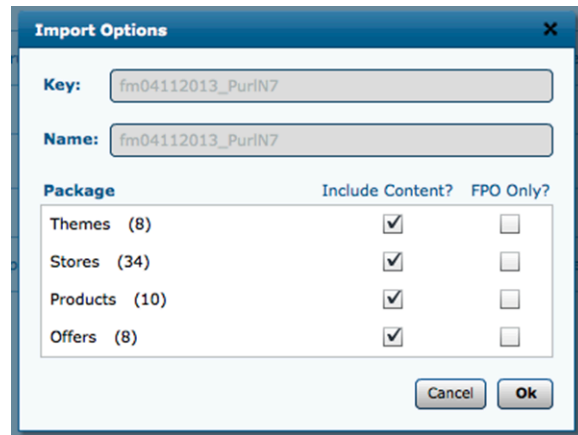
1. Choose "Export Selected...". The Content Manager prepares a zip file containing all the items in the content version. When the process is finished, the Content Manager displays "Your export is complete. To download the package, click the Download button, below."
2. Click **Download** to download the zipped package to your hard drive, or **Cancel** to abort.
3. Click **Save**. Downloading begins. Click **Ok**.



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To import packages from your desktop:

1. Select "Import content version". The Content Manager displays a navigation window. Navigate to the file you want to upload, then click **Open**.
2. The Content Manager displays the Import Options dialog. The material for import is analyzed and the number and names of packages in the content instance, stated in the Import Options dialog.
3. Specify whether you want to include the content from each package, or only FPO.
4. Click **Ok**.



2.4 Browsing content

In Content View, the Browse function enables you to view all of an item's image and text content, and marks clearly, any content that is invalid. This makes it easy to ensure that each item and slot contains the correct content. It is also useful for copying text or images from any slot. (For detailed information about uploading or making changes to content, see The Content Manager Editors, beginning on page 31.)

To browse a single item, select the item to view.

1. In the Content tab, use the Content Version and Package lists to navigate to the specific content version and package of interest.
2. In the Item list, click the item you want to view.
3. Examine the text in the slots (out of context); view the thumbnails of images; roll your mouse over the thumbnails to see the associated metadata; right-click (PC) or double-click the image (Mac) to see a larger version of the thumbnail.

To browse more than one item at a time,

In the item list, use:

Shift-click (PC) or **Option-click** (Mac) to select adjacent items,

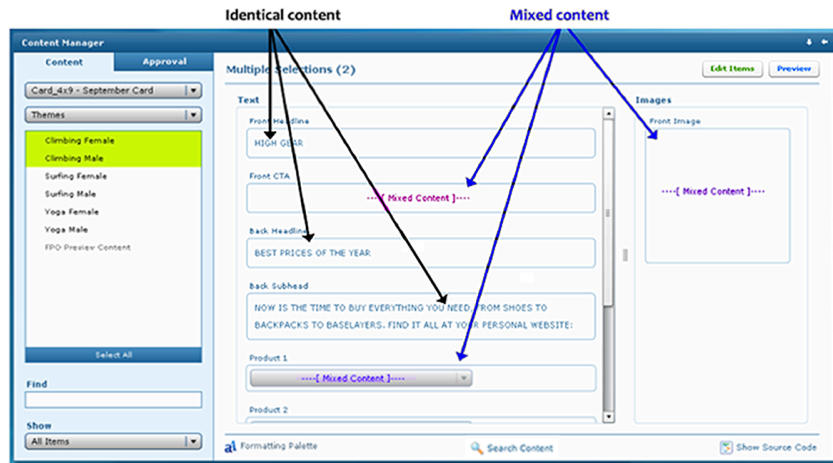
Ctrl-click to select items that are not next to each another,

OR

Select All to select all items in the list.

When multiple items are selected in the Item Browser,

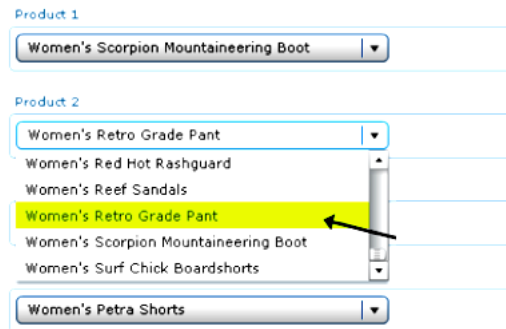
- each item is highlighted in the item list in light green
- the title bar displays the message **Multiple Selections (n)**, where (n) is the number of items currently being viewed
- content that is identical in all slots in the selection is displayed in the appropriate **Text** and **Image** slots
- slots that contain dissimilar content are marked with the message **[Mixed Content]**



To browse an item within a cross-reference:

Open the drop-down and select the individual item of interest.

If you want to clear the current choice, choose "None".



2.5 Previewing content

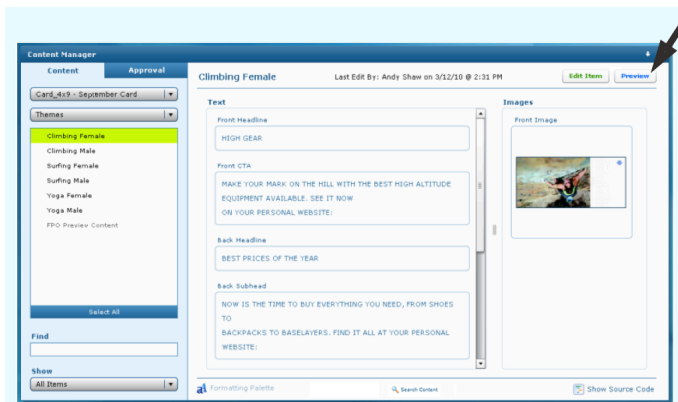
The Content Manager's Preview function uses the templates stored in Nimblefish Nurture, to predict, as closely as possible, what your content will look like once it's produced. You can easily preview current content in one or more selected items. For print pieces, previews are created in PDF format. For email content, you can choose between viewing previews in HTML format or as actual emails.

Note: Preview works in both Browse mode and Edit mode. If you have unsaved changes, you will be prompted to save (or discard) them before the preview is generated.

To preview one or more currently-saved items:

1. In the Content tab, select one or more items in the Item Browser.
2. To request a preview of the currently-saved content, go to the Item Header and click **Preview**.

The Content Manager displays the Preview Options dialog, which lets you select which items from other packages you want to include in the preview.



If the item you are previewing includes references to another package, those item(s) are selected for you automatically.

2.5.1 Print preview options

Use the Preview Options dialog to create previews for any cross-section of prospect content you like.

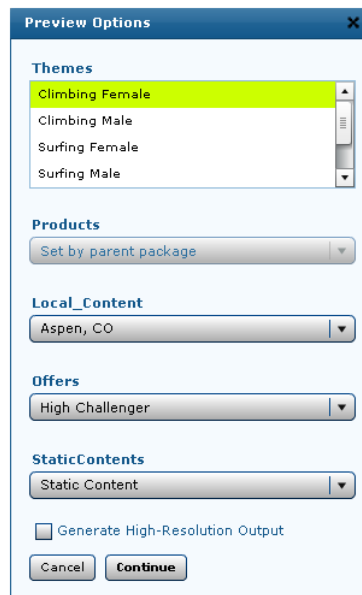
If you're previewing content that is destined for print, the Preview Options dialog looks like the illustration at the right.

For print previews, the PDF output is normally generated with low-resolution settings. This makes the PDFs smaller and faster to download.

If you want high-resolution output, select "Generate High-Resolution Output", then click **Continue**. The Content Manager displays the previews in the default PDF viewer.

The preview header identifies the components that were assembled to create the preview. This helps you know how to correct things, if the appearance of the preview is not as desired.

The preview also adds crop marks and a time stamp.



Components assembled to create this preview



page will be cropped along the lines indicated by the crop marks at the corners of the preview

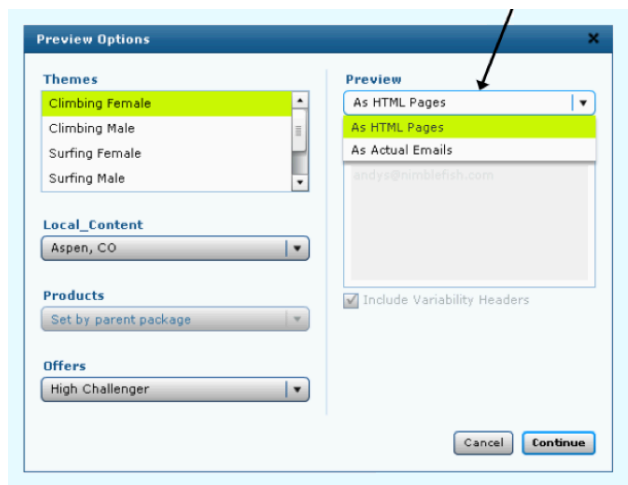
time stamp

2.5.2 Email and PURL preview options

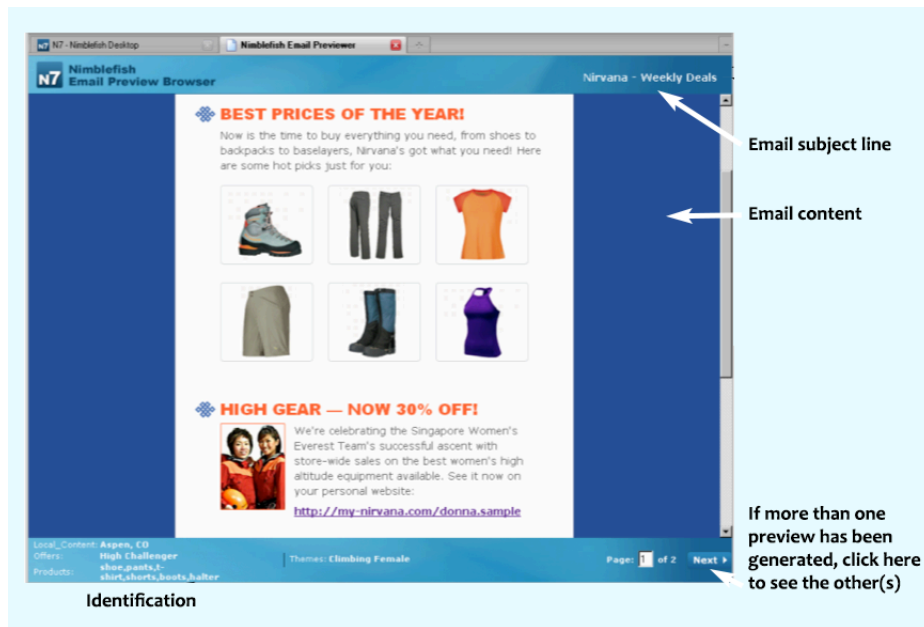
If you're previewing content that is destined for email distribution or display on a PURL, the Preview Options dialog contains some additional choices, not included in the preview dialog for print.

When you preview your content as an HTML page, the preview is constructed and displayed in a new window or tab of your browser. The frame provides information about the email subject line and the items used to create the preview.

Controls at lower right enable you to page through the different items in the preview.



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To preview your email content as an actual email, specify the email address(es) to which you want the email preview to be sent. If you want to send the previews to more than one email address, separate them with commas.

To generate and send the email preview, click **Continue**. It may take a few minutes for the email previews to be delivered to recipient(s).

Note: To prevent your email provider from classifying you as a spammer, the **As Actual Emails** option is only available when you are previewing a single item. If you are previewing multiple items, you must use the **As HTML Pages** option.

2.6 Working with lookup lists

A lookup list is a collection of common names, places, races, or other types of information that can help you decipher a field. Packages can be set up as lookup lists. As previously noted on page 11, when a package is set up as a lookup list, it appears in the list marked with a lookup list icon (🔍).

Unlike other packages, packages that are set up as lookup lists can be edited in the Content Manager.

To add an item to a lookup list:

1. At the bottom of the Item Browser, click **Add** **OR** Right-click (PC) or Option-click (Mac) the Item Browser and select "Create New Item".

The **Create New Item** dialog displays.



2. Enter a unique Key for the item. The key is used as an internal identifier for the item, which may be used to match content to a prospect based on data in the prospect record. If you're not sure how to set up the key, contact Nimblefish Client Services.
3. Enter a Name for the item. (This name will be what appears in the browser.)
4. Enter a Description for the item.
5. Click **Save**.

The 'Create New Item' dialog box has the following fields and values:

- Key: 4008
- Name: Kestrel 36 Pack
- Description: Kestrel 36 Pack
Item 4008\$397, \$225.00

Buttons: Cancel, Save

To delete an item from a lookup list, go to the bottom of the Item Browser and click **Delete** **OR** right-click in the Item Browser and select "Delete Item".

The Content Manager asks for confirmation before it deletes the content from the lookup list.

2.7 Invalid content

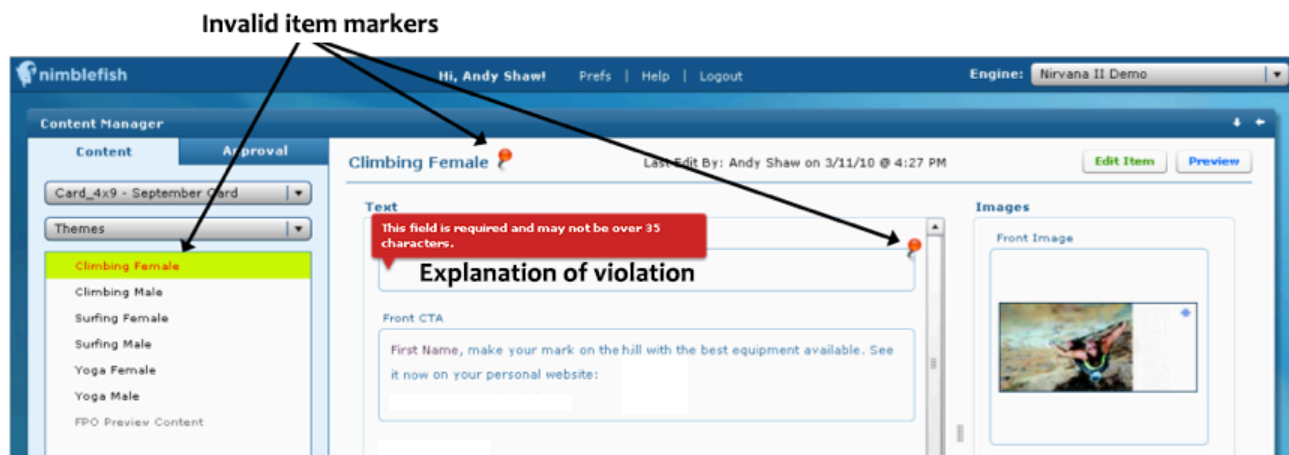
Validation rules can be assigned to each text or image slot during setup to ensure that all content meets project-specific requirements. Validation rules vary from content version to content version and from client to client; some typical validation rules include:

- Required field
- Must be under (or over) a certain number of characters
- Must be a specified size
- Must be a specified file type

(For information about all the validation rules set up for your content versions, contact your Nimblefish Client Services representative.)

If one or more of an item's slots is either missing appropriate content, or contains content that does not follow the validation rules, the whole item is considered to be **invalid**. The title bar of that item is marked with a red pin, the invalid slot is marked with a red pin, and the name of that item is displayed in **red** in the Item Browser.

To see what validation criterion has been violated, pass your mouse over the invalid slot.



To display only invalid items in your content version, use the Show menu as described on page 10.

The Content Panel, beginning on page 11, describes how invalid content is shown in N7 Nurture. You can use the editing tools described in Section 4 to fix any invalid content. As soon as invalid content has been corrected, the invalid marker for that slot is removed. Once all invalid slots in an item are corrected, the item is considered to be valid and all invalid markers are removed from the item.

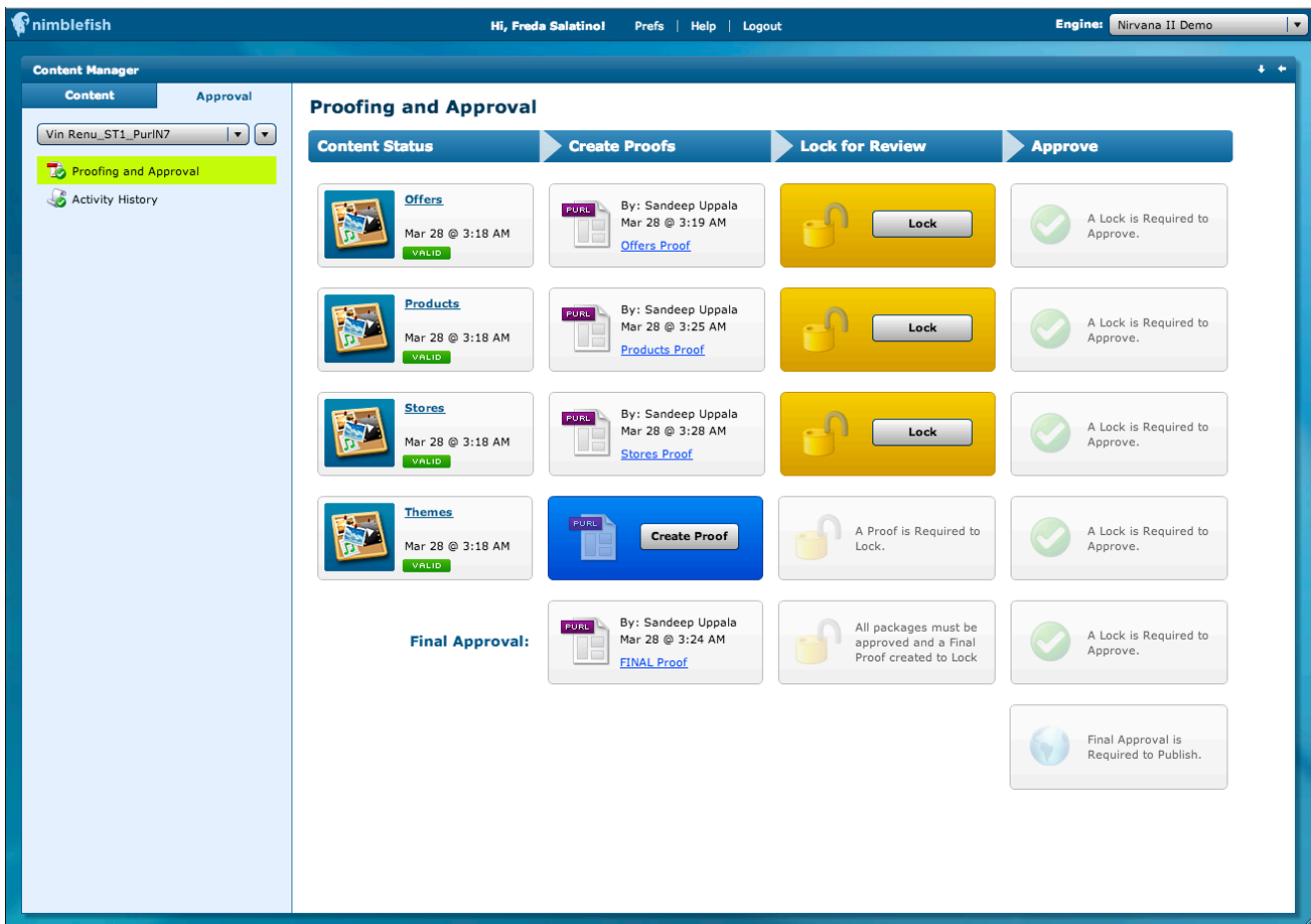
3 Working in Proofing and Approval View

To create proofs, lock content for review, and approve content, click the Navigation Panel's Approval tab to initiate Proofing and Approval View. Proofing and Approval View is comprised of:

- **The Approval tab**, open in the Navigation Panel, which enables users to toggle between Proofing and Approval view and Activity History.
- **Proofing and Approval Tiles**, which provides an overview of the selected content version's status and provides tools to manage the approval process.

OR

- The **Activity History Log**, which shows a log of all proofing and approval activity for the selected content version.



Important: N7 Nimblefish Nurture uses a trusted workflow. This means that everyone with a login has the same privileges. Any user who can log in to a content engine can edit, proof, lock, unlock, approve, and unapprove all the content in that engine.

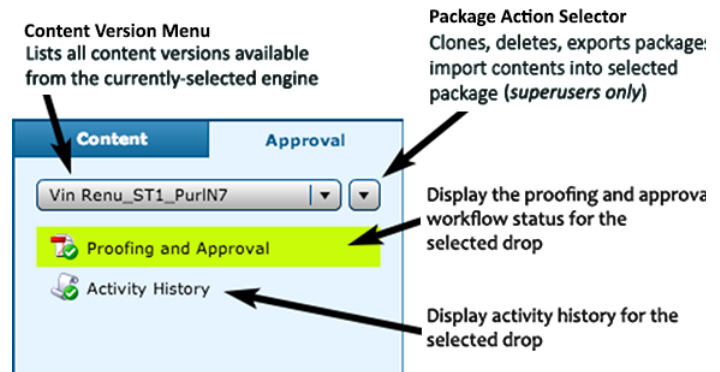
3.1 The Approval tab (Navigation Panel)

The Navigation Panel below the Content tab is used to choose a content version, perform certain actions on the packages of that content version, and switch between the two Approval views. It is comprised of the Content Version menu, the Package Action selector, the Proofing and Approval selector and the Activity History selector.

The **Content Version Menu** works the same way in the Approval tab as it does in the Content tab: it lists all content versions available for the currently-selected content engine, with the most recently-created content versions on top.

Once you select a content version, the status of its associated packages displays in the Proofing and Approval Panel.

The **Package Action Selector** (visible if you have superuser privileges) provides the ability to clone, delete and export packages, and to import contents into a particular package. (For further information about modifying packages, see page 13.)



The **Proofing and Approval link** displays the proofing and approval status of the selected packages, by content version:

- Content status – time and date of last edit, validity of content, for each package

- Create Proofs – for each item, indicates whether a proof is available, and enables one to be created if need be

- Lock for Review – for each item, notes if it has been locked for review, and enables you to lock it yourself, if need be

- Approve – for each item, notes if it has received final approval, and enables you to approve it yourself if need be

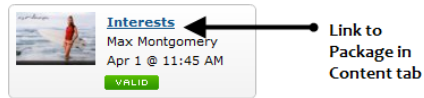
The **Activity History link** displays a log of all proofing and approval activity for the selected content version.

3.2 The Proofing and Approval Panel

The Proofing and Approval Panel provides an overview of a content version's current status, plus tools to manage the content version approval workflow.

Each row in the pane represents a package in the content version. The columns represent the different steps in the content approval workflow. To view or edit content, create a package proof, lock/unlock a package, or approve/unapprove a package, click the package name. You can also lock, unlock, approve or unapprove all packages for the entire content version.

Each package icon includes a Package Name link, which links to the package selected in the Approval tab. To view or edit the content on that package, click its Package Name link.



Content Manager
 Vin_Renu_ST1_PurIN7
 Proofing and Approval
 Activity History

Proofing and Approval

Content Status	Create Proofs	Lock for Review	Approve
Offers Mar 28 @ 3:18 AM VALID	By: Sandeep Uppala Mar 28 @ 3:19 AM Offers Proof	Lock	A Lock is Required to Approve.
Products Mar 28 @ 3:18 AM VALID	By: Sandeep Uppala Mar 28 @ 3:25 AM Products Proof	Lock	A Lock is Required to Approve.
Stores Mar 28 @ 3:18 AM VALID	By: Sandeep Uppala Mar 28 @ 3:28 AM Stores Proof	Lock	A Lock is Required to Approve.
Themes Mar 28 @ 3:18 AM VALID	Create Proof	A Proof is Required to Lock.	A Lock is Required to Approve.
Final Approval:	By: Sandeep Uppala Mar 28 @ 3:24 AM FINAL Proof	All packages must be approved and a Final Proof created to Lock.	A Lock is Required to Approve.
			Final Approval is Required to Publish.

Offers package proofing and approval status
 Products package proofing and approval status
 Stores package proofing and approval status
 Themes package proofing and approval status

3.3 The Activity History Pane

The Activity History Pane shows a list of all content version proofing and approval activity, enabling you to audit the status of the content version as a whole. It also enables you to view any proof that was associated with a particular event.

The information in the Activity History is static, and cannot be manipulated in any way. However, the display can be sorted by package name, event, user or date; just click the appropriate column heading.

Package	Event	User	Date	Proof	Note
FINAL	Clone	Aleksel Cruz	Apr 2 2013 @ 11:17 AM	Clone Proof	Created a clone of this content ver...
FINAL	Publish	kassia deaguero	Apr 2 2013 @ 11:15 AM	Publish Proof	a
FINAL	Approval	kassia deaguero	Apr 2 2013 @ 11:15 AM	Approval Proof	a
FINAL	Lock	kassia deaguero	Apr 2 2013 @ 11:15 AM	Lock Proof	a
Themes	Approval	kassia deaguero	Apr 2 2013 @ 11:05 AM	Approval Proof	0
Themes	Lock	kassia deaguero	Apr 2 2013 @ 11:05 AM	Lock Proof	0
Themes	Unapproval	kassia deaguero	Apr 2 2013 @ 11:02 AM	Unapproval Proof	0
FINAL	Unapproval	kassia deaguero	Apr 2 2013 @ 11:02 AM	Unapproval Proof	0
FINAL	Approval	kassia deaguero	Apr 2 2013 @ 11:01 AM	Approval Proof	a
FINAL	Lock	kassia deaguero	Apr 2 2013 @ 11:01 AM	Lock Proof	a
Products	Approval	kassia deaguero	Apr 2 2013 @ 11:01 AM	Approval Proof	a
Stores	Approval	kassia deaguero	Apr 2 2013 @ 11:01 AM	Approval Proof	a
Products	Lock	kassia deaguero	Apr 2 2013 @ 11:00 AM	Lock Proof	a
Stores	Lock	kassia deaguero	Apr 2 2013 @ 11:00 AM	Lock Proof	a
StaticContents	Approval	kassia deaguero	Apr 2 2013 @ 11:00 AM	Approval Proof	a
Offers	Approval	kassia deaguero	Apr 2 2013 @ 11:00 AM	Approval Proof	a
StaticContents	Lock	kassia deaguero	Apr 2 2013 @ 10:59 AM	Lock Proof	0
Offers	Lock	kassia deaguero	Apr 2 2013 @ 10:59 AM	Lock Proof	0
Themes	Approval	kassia deaguero	Apr 2 2013 @ 10:59 AM	Approval Proof	a
Themes	Lock	kassia deaguero	Apr 2 2013 @ 10:59 AM	Lock Proof	a

3.4 Viewing or generating a proof

Proofs can be generated at any point in the content development process, to get an idea of how the final version will appear.

Proofs can be generated at any time, as long as no one is currently editing any item in that package.

If anyone makes a change to the content in a package, the old proof is invalidated and a new one must be generated.

Package proofs always use FPO content for slots controlled by other packages.

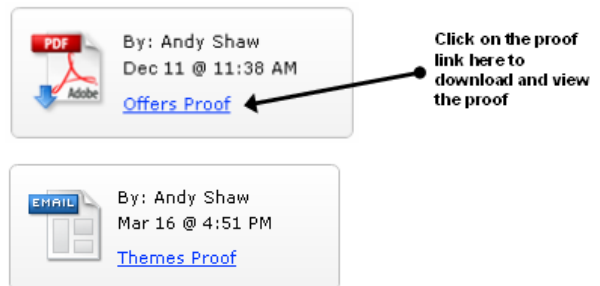
If a proof has not been yet created for a particular package, or if the most recent proof created needs updating (because package content was subsequently edited), the Content Status column displays a Create Proof button.



To create a (new) package proof, click **Create Proof**.

Once a proof has been created, the tile in the Create Proofs column displays information about the proof (user name and time stamp), and provides a blue link, which you can click to either download (regular package proofs) or display (email package proofs) the proof.

The proofs display as shown on page 16 .



There are a few instances where you may want to force a package proof to be regenerated:

- When a print or email template has been updated
- When the final test set has been updated

To force the regeneration of a package proof:

1. Hold down **Shift-Ctrl** (PC) or **Shift-Command** (Mac).
2. Click the proof icon.



Note: To prevent users from downloading a proof that might contain “out-of-date” content, the proof link is removed whenever another user has opened an item in that package. The “Currently open for edit” message is shown until the items are closed. If changes have been made, a new proof will need to be generated; the Content Manager displays the Create Proof button. If no changes were made, the previous proof link is redisplayed.

3.5 Approving content

To approve content:

1. In the Proofing and Approval Panel, Lock the package for review.
2. Examine the package. If any of the content is invalid, correct it and validate it now.
3. Approve the package.

After all content in a content version is approved, Final approval is initiated (see page 28).

To ensure that content doesn't change while it is being reviewed, the Content Manager allows you to lock a package for review. If changes need to be made later, the item may be unlocked. Items in locked packages cannot be edited in the Content tab until the package is unlocked.

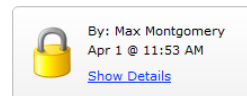
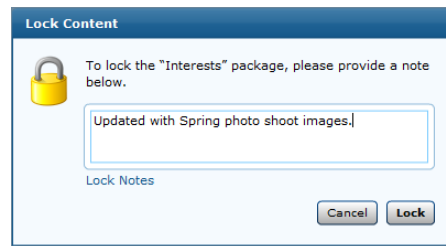
To lock a package for review, move to the Lock for Review column and click **Lock**.



The Content Manager displays the Lock Content dialog.

Type a note in the Lock Content dialog (this is required), then click **Lock**. The item is locked, and an icon showing the time of the lock displays.

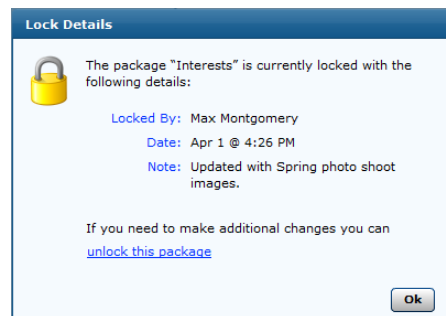
Other users can get more information about the item by clicking the Show Details link, which also displays the lock comment.



To unlock a locked package that has not yet been approved:

1. In the Locked Content icon, click **Show Details**. The Lock Details dialog displays the user name, time stamp, and notes associated with the lock.
2. Click **unlock this package**.
3. Enter a note in the Unlock Content dialog
4. Click **Unlock**.

The package is now unlocked.

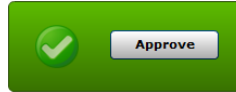


To unlock a locked package that has already been approved, unapprove the package as described on page 27. (When you unapprove a package it is automatically unlocked.)

3.5.1 Approving and unapproving a package

After being locked, each package must be approved before **Final Approval** can begin. Items in approved packages that need to be edited, cannot be modified unless the package is first unapproved, then unlocked.

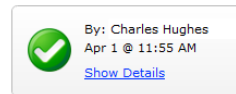
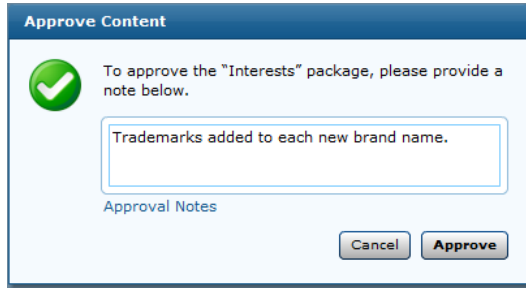
To approve a package that has already been locked, move to the Lock for Review column and click **Approve**.



The Content Manager displays the Approve Content dialog.

Type a note in the Approve Content dialog (this is required), then click **Approve**. The item is approved, and an icon showing the time of the approval displays.

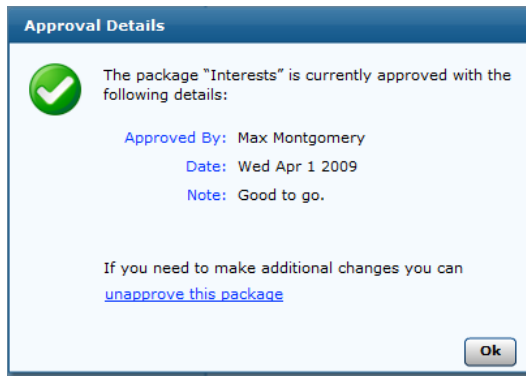
Other users can get more information about the item by clicking the Show Details link, which also displays the lock comment.



To unapprove and unlock a package:

1. In the Approved Content icon, click **Show Details**. The Approved Details dialog displays the user name, time stamp, and notes associated with the lock.
2. Click **unapprove this package**.
3. Enter a note in the Unapprove Content dialog
4. Click **Unapprove**.

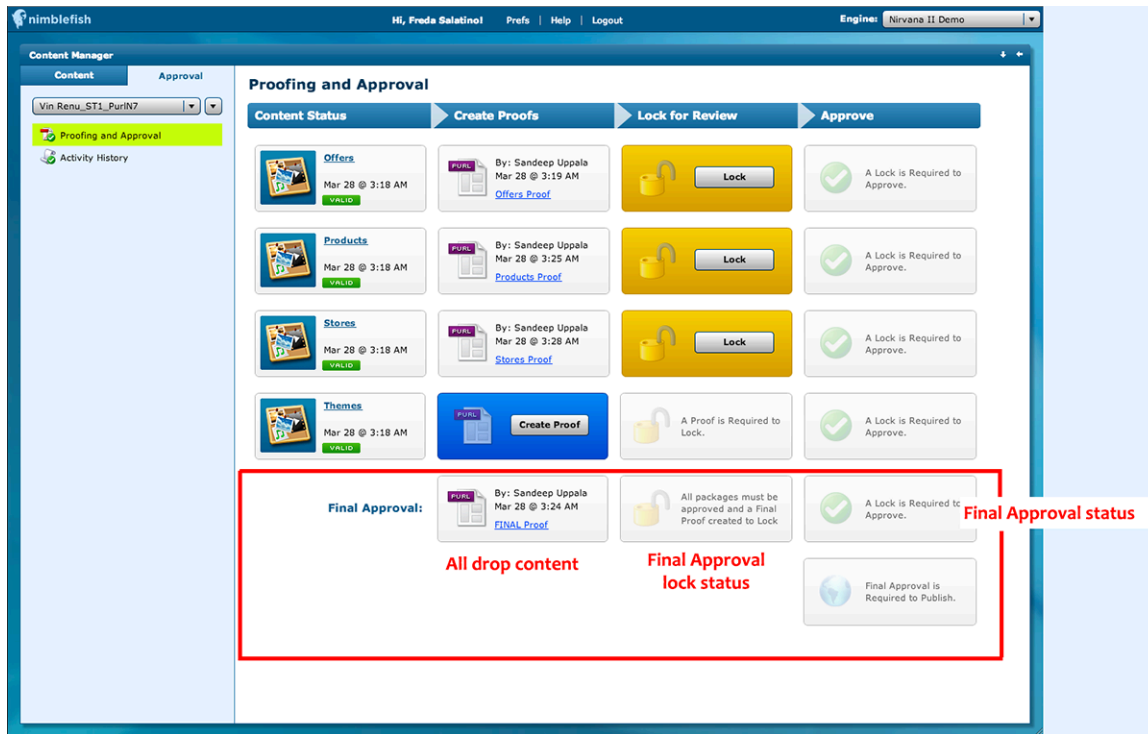
The package is now unapproved and unlocked.



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3.5.2 Final approval

The **Final Approval** row provides a final set of workflow steps that are used to review and approve all the content in the content version.



The Final Approval process is as follows:

1. Create the Final Proof
2. Lock the content version
3. Approve the content version

Steps 1 and 2 can be repeated any number of times, as content is adjusted at the last minute, or assumptions change; only after Step 3 is completed, is the content frozen for good.

3.5.2.1 Creating the final proof

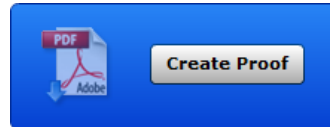
The Final Proof is put together in a slightly different manner than a package proof. Package proofs are generated as a series of previews for each item in the package, using FPO content to substitute for cross-referenced content; Final Proofs are generated using a test set of records that provide a useful subset of the test prospect data. Each record in the test set is run through the full set of processing steps in the N7 platform, from data integration through business rules and content assignment.

As such, Final Proofs provide not only a cosmetic check of the content, but also a simulation of how the campaign will be experienced by a cross-section of prospects.

You can generate as many Final Proofs as you like, along the way to production readiness.

As with other package proofs, the Final Proof is invalidated as soon as any user edits any of the base content.

To create the Final Proof,
in the Create Proofs column in the Final Approval row, click [Create Proof](#).

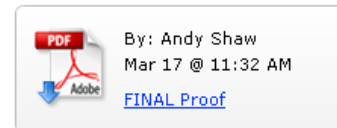


As with package proofs, a Final Proof can't be created while someone else is editing content that affects the proof. However, in the case of the Final Proof, if a user has any item in any package open, the Final Proof cannot be created. Similarly, an edit to an item in any package will invalidate the Final Proof

To view the Final Proof,
in the Final Approval row, click [Final Proof](#).

Note: As with the other proofs, a Final Proof cannot be viewed while someone is editing any package

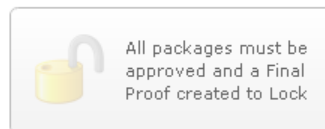
Final Approval:



3.5.2.2 Locking the content version

All packages must be approved and a Final Proof must be generated before a Final Approval Lock can be issued.

If you try to generate a Final Proof before all packages in the content version have been approved, the Content Manager displays a warning.



Once all packages have been approved, this changes to a Lock button.

To lock the content version, click [Lock](#) and enter the note required to lock the entire content version.

To unlock the content version:

1. In the [Approved Content] icon, click [Show Details](#). The Approved Details dialog displays the user name, time stamp, and notes associated with the lock.
2. Click [unapprove this drop](#).
3. Enter a note in the Unlock Drop dialog.
4. Click [Unlock](#).

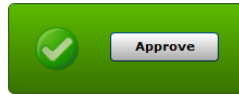
The content version is now unapproved and unlocked.

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3.5.2.3 Approving the content version

Approving the content version is similar to the standard process for approving a package, except that it applies to the entire content version.

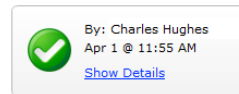
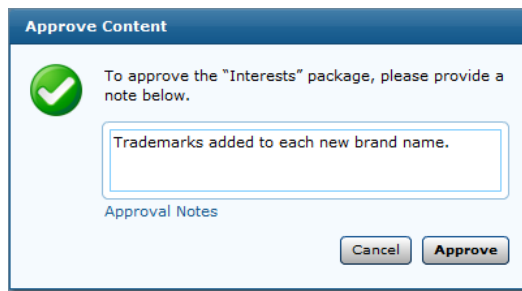
To approve a content version that has already been locked, move to the Lock for Review column and click [Approve](#).



The Content Manager displays the Approve Content dialog.

Type a note in the Approve Content dialog (this is required), then click [Approve](#). The content version is approved, and an icon showing the time of the approval displays.

Other users can get more information about the item by clicking the Show Details link, which also displays the lock comment.



To unapprove the content version:

1. In the [name?] icon, click [Show Details](#). The Approval Details dialog displays the user name, time stamp, and notes associated with the lock.
2. Hold down **Shift-Ctrl** (PC) or **Shift-Command** (Mac), then click the green check-mark icon in the upper left-hand corner of the dialog.
3. Enter a note in the Unapprove Content dialog
4. Click [Unapprove](#).

Hold down the Shift and Control keys while clicking here to unapprove a drop



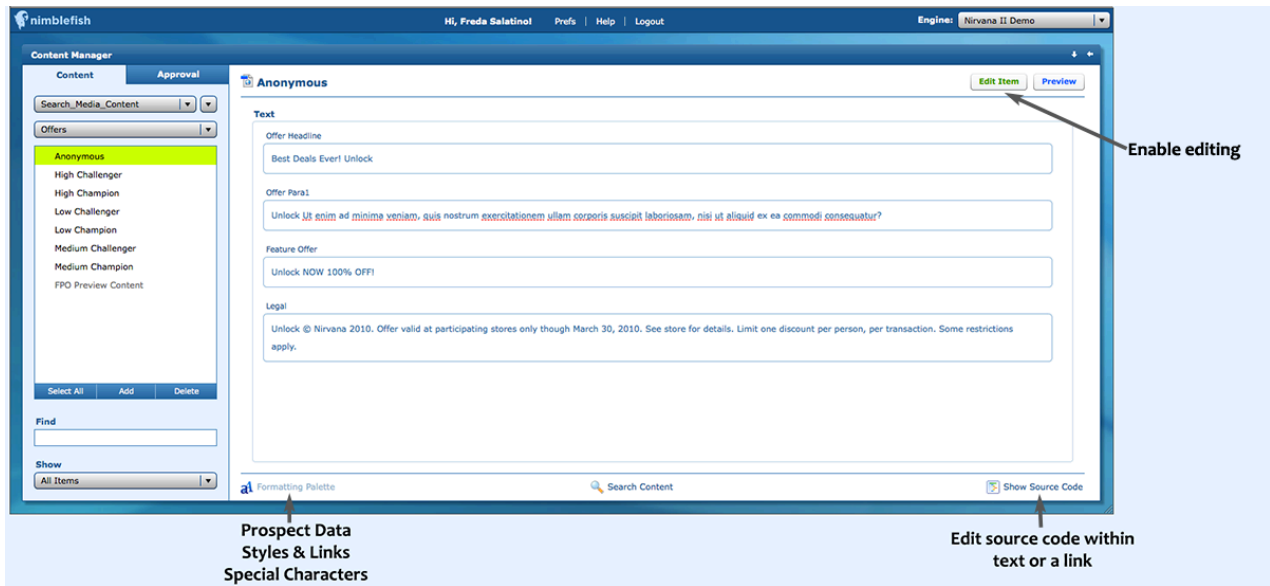
The content version is now unapproved. However, if you need to edit any content, you still must unlock individual packages.

4 The Content Manager Editors

The **Content** tab in N7 Nimblefish Nurture lets you edit text and information used in a content version, as long as the links are not currently “live” (being served across the network as part of a PURL), being edited by someone else, or in a package that’s already locked.

The Content Manager provides three different tools to edit text content:

- An **inline text editing facility**, which you can use to edit text in the item slots
- A **formatting palette**, which enables you to change the appearance of the text in the item slots, edit prospect data, edit styles and links, and add special characters to the text
- A toggle to **view or hide source code**



To enable editing,

1. Select the item from the package browser
2. Click **Edit Item**
OR
Double-click any text slot in the Content Panel.

The Content Manager removes the Edit Item button and replaces it with two other buttons, **Cancel** and **Save**.

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N.7 makes it easy for multiple users to work together on a particular content version. However, to avoid collisions where one user might over-write the unfinished work of another, **only one person can edit an item, at a time.**

When someone else is editing an item, N.7 explicitly “locks” that item to other users, disabling editing for that item until the other person is finished and the “lock” is released.



items you are currently editing



items someone else is currently editing

The Item Browser displays “people” icons next to items that are being edited.

To identify the user who is editing the item, pass your mouse over the edit indicator.

The Proofing and Approval Panel also marks items that are currently being edited (see p. 23).

To view an item that is currently being edited, double-click that item in the item list.

Surfing Female



Locked By: Matthew Simon on 5/2/2013 @ 4:42 I

You can't see the other person's edits until they have been saved, but you can see the most recently saved version of that item.

4.1 Entering and editing text

To enter or edit text in a slot, put your cursor in the location where you want to begin editing, and type in or delete text as needed. For the most part, Content Manager uses standard text editing controls, as summarized in Table 2, below.

4.1.1 Simple editing (minimal formatting)

Typing within the slot: Text wraps at the boundary of the slot. If there is not enough room in the slot to show all the text within, the Content Manager makes the slot window scrollable, so you can view all the text. The slot will expand up to a maximum of 11 lines of text before the scroll bar appears.

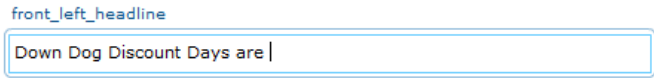
Note: Depending on the fonts and layout specified in your campaign template, text may break differently in the finished copy than it does within the slot. If you want to see exactly where type will wrap in the final piece, generate a preview of your content (see [Previewing content, beginning on page 16](#)).

Table 2. Content Manager Text Editing Shortcuts (in-line)

For the most part, N7 Nurture uses standard text editing behaviors. Text that is copied, cut or pasted is placed in a shared clipboard that can be transferred to and from other applications. Special characters are preserved but text formatting is not transferred via the clipboard. Formatting tags inserted in the Content Manager are copied as they are seen in source code view.

Some of the most commonly-used shortcuts are as follows:

Delete characters to the left of the cursor: use the Delete (PC) or Backspace (Mac or PC) key



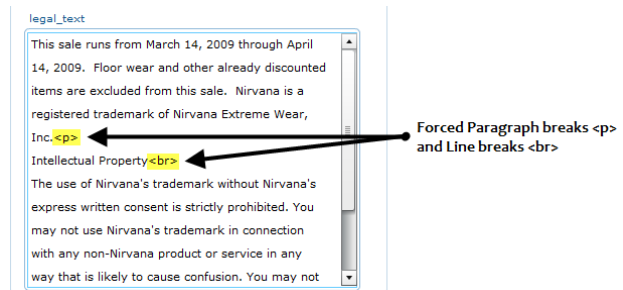
Select a single word: double-click the word

Select blocks of text: Click and drag the mouse to select words or sentences, or shift-click to select an entire block of text.

Replace selected text: Type over the selected text.

Force a new paragraph: **Enter** (creates a <P> tag; turn on Source Code to see the tag)

Force a line break: **Shift-Enter** (creates a
 tag; turn on Source Code to see the tag)



For a full list of keyboard shortcuts, see Appendix B.

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To display a context menu containing common text manipulation tasks, right-click (PC) or Option-click (Mac) in any text slot. This provides access to the following commands:

Insert Personalization – displays the Formatting Palette with the Personalization Pane active (see Table 3)

Insert Special Character – displays Formatting Palette with Special Character Pane active (see Table 3)

Format Selected Text – displays Formatting Palette with Styles & Links Pane active (see Table 3)

Insert Non-Breaking Space – Inserts the equivalent of the HTML ` `; (a space that will not break onto a new line)

Insert Em-dash – Inserts the equivalent of the HTML `—` (a long dash, rather than an hyphen)

Insert Copyright – Inserts the equivalent of the HTML `©` (copyright symbol)

Insert Registered – Inserts the equivalent of the HTML `®` (registered trademark symbol)

Insert Trademark – Inserts the equivalent of the HTML `TM` (superscripted “TM” symbol)

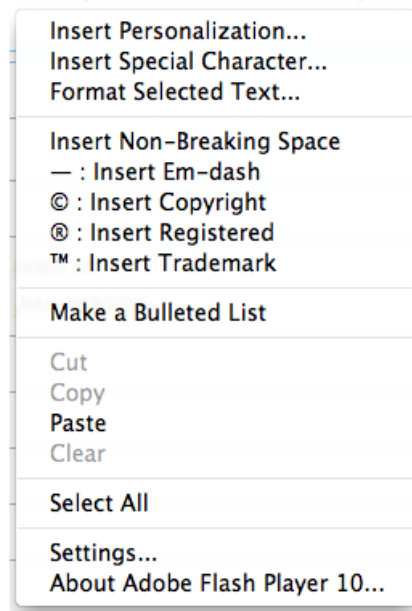
Make a Bulleted List – converts the highlighted lines of text into a bulleted list. To start a bulleted list select “Make a Bulleted List” and start typing. To delete a bulleted list, click on a tag marker (when source view is hidden) or manually delete the bullet characters and tab tags that were added at the start of each line (when source view is active).

Cut – Same as **Ctrl-X** (PC) or **Command-X** (Mac)

Copy – Same as **Ctrl-C** (PC) or **Command-C** (Mac)

Paste – Same as **Ctrl-V** (PC) or **Command-V** (Mac)

Select All – Same as **Ctrl-A** (PC) or **Command-A** (Mac)



4.1.2 In-line spell check

Nimblefish provides an “in-line” spell-check facility that highlights words that may be misspelled, with a wavy red underline.

To correct a suspected misspelling,

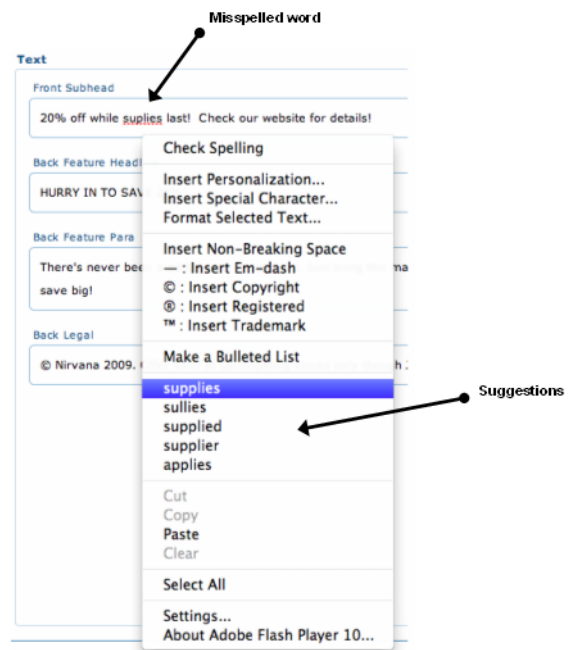
Correct the spelling manually, inline
OR

Right-click (PC) or Option-click (Mac) the underlined term to display a context menu with list of selectable suggestions. Click the suggestion to replace the misspelled word.

To add an unrecognized (but correctly-spelled) word to the dictionary,

choose **Add to Shared Dictionary** from the context menu. The spellings will be shared by all users of the same content engine.

Note: Words in all upper-case letters, or that contain any upper-case letter other than the first letter, are not spell-checked.



4.1.3 The Formatting Palette

The Formatting Palette enables you to correctly format the appearance of prospect data in your text, control the appearance of text and links, and insert special characters in text. As noted above, you can invoke the formatting palette by right-clicking (PC) or Option-clicking (Mac) the slot text. However, you can also open the Formatting Palette directly, by clicking **Formatting Palette** at the lower left-hand corner of the Content Panel.

The Formatting Palette has three panels:

Prospect Data: Used to insert references to prospect data, such as first name, last name, or email address. (These data can also be entered manually inline, when Source Code is visible. See page 40.)

Styles and Links (email, PURL) or **Styles** (print): Used to insert formatting tags that control the size, style or color of text, or hyperlink text to an external web address.

Special Characters: provides a palette of special characters you can insert into text.

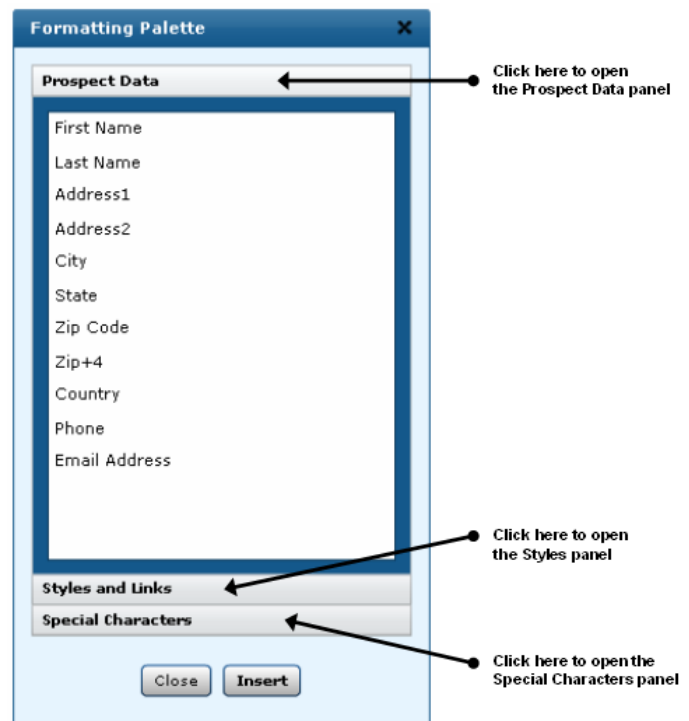
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4.1.3.1 Prospect data

The Prospect Data Panel lets you insert prospect data into text as a variable. This is very useful when you want to add personalization to your content.

To insert a prospect data field:

1. locate the place in text where you want to add the prospect data
2. Right-click (PC) or Option-click (Mac) to open the context menu, then choose **Insert Personalization...**
OR
Open the Formatting Palette, at the lower left-hand corner of the Content Panel, and select the Prospect Data Panel.
3. Select the type of prospect data you want to add
4. Double-click your selection
OR
click Insert



If source code is hidden, you see the prospect data as a “friendly name” with a blue box around it. (For information about prospect data “friendly names” in source, see Working with source code, on page 40.)

First Name , make your mark on the hill

If source code is visible, you see the code for the field you just inserted, bounded by double brackets:

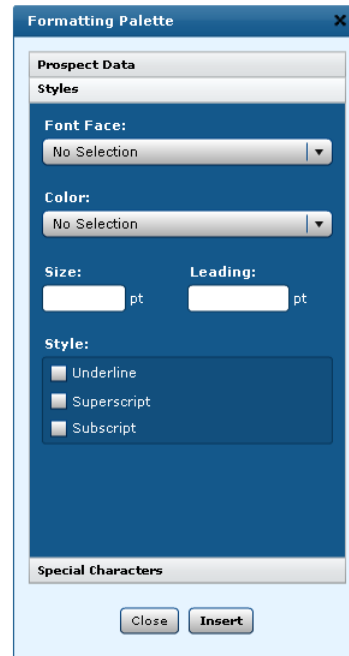
[[fname]], make your mark on the hill

4.1.3.2 Styles (print)

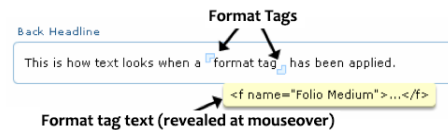
Use the Styles Panel to override the base formatting of any text slot by inserting formatting tags.

To insert a formatting tag:

1. Select the text to which you want to apply the new formatting.
2. Right-click (PC) or Option-click (Mac) to open the context menu, then choose **Format Selected Text**
OR
Open the Formatting Palette, at the lower left-hand corner of the Content Panel, and select the Styles Panel.
3. Choose the appropriate format elements from the menus: font face, color, size, style, etc.
Note: The options presented vary, depending on whether you are editing print, email or PURL text.
4. Click **Insert**.



The formatting tags are inserted before and after the selected text. If source code is hidden, you will see small brackets where the start and end tags have been inserted. Hover over the bracket to see the tag text:



To remove a formatting tag, click on one of the brackets to select it and then click the **Backspace** or **Delete** key. Both start and end tags are removed.

To copy formatted text from one item or field to another, you must first click **Show Source Code**, so you can be sure you are including both the beginning and the end of the tag in your copy.

When source code is shown, format tags are shown spelled out as text:



Caution: Do not edit the formatting tags yourself unless you are familiar with the tag syntax. See [\[\[Working with source code\]\]](#), beginning on page [\[\[xx\]\]](#). If you have any questions, consult your Nimblefish Client Services representative .

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4.1.3.3 Styles and links (email, PURLs)

Use the Styles and Links Panel to override the base formatting of any text slot by inserting formatting tags. If you are editing email or PURL content, the Styles and Links Panel includes additional options that let you manage links in text:

To insert a link:

1. Select the text that you want to show up as a link in your email or PURL
2. Right-click (PC) or Option-click (Mac) to open the context menu, then choose **Format Selected Text**

OR

Open the Formatting Palette, at the lower left-hand corner of the Content Panel, and select the Styles Panel.

3. Specify the link properties:

Link URL: the address of the web page to which readers of the email will be sent when they click the link

Link Text: the text that will show (be hyperlinked). If you selected text before you opened the Styles and Links Panel, the selected text will be set as the default link text.

Link Name: the label that will be used to identify this link in the N.7 Dashboard when reporting on clicks to this link.

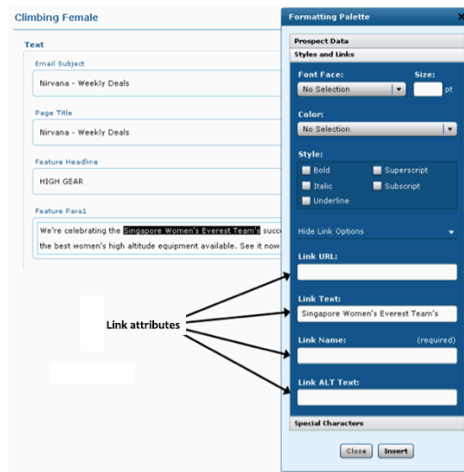
Link ALT Text: what readers of the email will see when they roll over the link text.

Once a link has been created, you'll see it as a special object when you are editing text (unless source code is displayed):



To edit link properties, double-click the link. The Styles and Links Panel opens, with the link properties displayed.

To delete a link, select the link and either type over it or delete over it.



4.1.4 Special characters

Use the Special Characters Panel to insert into text, symbols and characters not found on a standard keyboard, such as registration or copyright symbols.

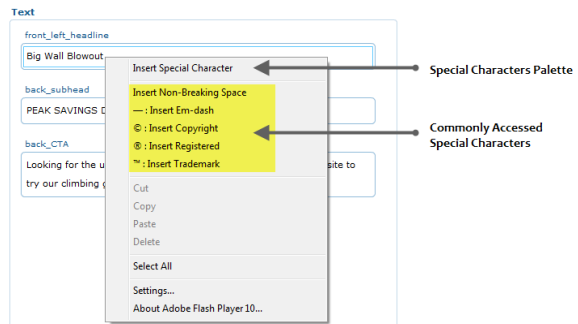
To insert a special character:

1. Locate the place in text where you want to add the special character
2. Right-click (PC) or Option-click (Mac) to open the context menu, then choose Insert Special Character
OR
open the Formatting Palette, at the lower left-hand corner of the Content Panel, and select the Special Characters Panel.
3. Highlight the character you want to insert
4. Double-click the character
OR
click **Insert**

To close the Formatting Palette, click **Cancel.**



Note: The context menu also provides quick access to commonly used special characters.



4.2 Working with source code

When special formatting has been added to text, it is not always visible. This can create problems if you want to know

- whether a line is the end of a paragraph or just truncated with a line break, or
- what prospect data variable is hidden behind the “friendly name” of its label.
- what the formatting is supposed to look like.

Note: you can view the code behind formatting tags by passing your mouse cursor over the beginning or ending brackets.

To view text as source code, toggle the Show Source Code control at the lower right-hand corner of the Content Panel. The following example shows the difference between viewing text with source code hidden and with source code displayed:

The diagram illustrates the difference between viewing text with source code hidden and with source code displayed. It consists of two panels, each with a text box and associated annotations.

Source code hidden: The text box contains the following text: "First Name, make your mark on the hill with the best equipment available. See it now on your personal website:". Annotations include: "Prospect data field represented by 'friendly' label" pointing to "First Name"; "Line break or new paragraph?" pointing to the line break between "now" and "on your personal website:"; and "Formatting tags at beginning and end of formatted text" pointing to the start and end of "best equipment available".

Source code displayed: The text box contains the following source code: "[[fname]], make your mark on the hill with the <color name='Nirvana blue'>best equipment available</color>. See it now<p> on your personal website:". Annotations include: "Prospect data field name shown enclosed in double square brackets" pointing to "[[fname]]"; and "Formatting text visible; you can see what was specified" pointing to the color tag and the text it formats.

Since formatting “handles” are sometimes difficult to see, if you want to select text to be copied or moved, you should always turn on View Source Code first. That way, you are less likely to omit copying a formatting “handle” at the beginning or the end of some formatted text, and inadvertently introduce a “bug” in the formatting.

4.3 Working with images

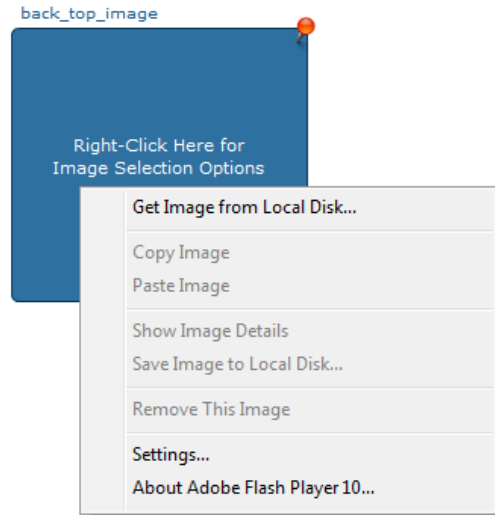
The Content Manager provides tools to manipulate images in print, email or PURL content. You can upload images to N7, download images as needed, and cut and paste images from one item to another.

4.3.1 Adding or replacing an image

When you encounter an empty image, the slot displays “Right-click here for image selection options”.

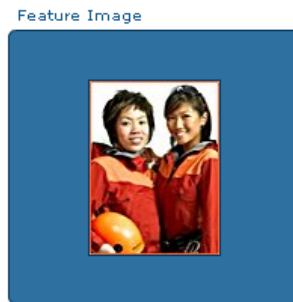
To add an image to an empty image slot:

1. Right-click (PC) or Option-click (Mac) the empty slot
OR
 double-click in the empty image slot.
 The Content Manager displays a list of possible image-related actions.
2. Choose Get Local Image from Disk. This displays the Select File dialog.
3. Navigate to the image you want, and then choose **Open**.
 The image is uploaded and a thumbnail of the image is displayed at the slot.



To change the image displayed in an image slot:

1. Delete the existing image:
 - a. Right-click (PC) or Option-click (Mac) the empty slot
OR
 double-click in the empty image slot.
 The Content Manager displays a list of possible image-related actions.
2. Choose “Remove This Image”. The Content Manager deletes the image immediately. (If you change your mind and Cancel, the image is retained.)
3. Add a new image, as described above.



The new image is uploaded and a thumbnail of the new image displays at the slot.

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4.3.2 Copying and pasting an image

Images can be copied from one slot and pasted into another slot, in the same item or another item.

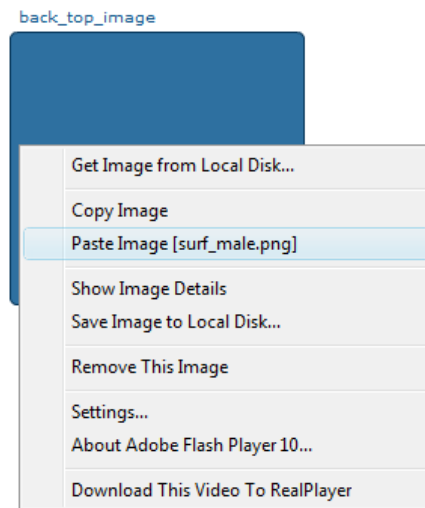
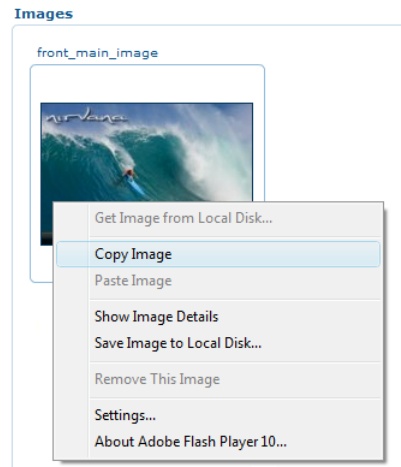
To copy an image:

1. Right-click (PC) or Option-click (Mac) the empty slot
OR
double-click in the empty image slot.
The Content Manager displays a list of possible image-related actions.
2. Choose "Copy Image" from the context menu.

Note: The Nurture image clipboard is not available to other desktop or internet applications; you can't copy and paste images between Nimblefish Nurture and other applications.

To paste a copied image into a new item:

1. Select a new image slot in the current item, or another item
2. Right-click (PC) or Option-click (Mac) the empty slot
OR
double-click in the empty image slot.
The Content Manager displays a list of possible image-related actions.
3. In the context menu, choose "Paste Image [image name]". The new image is pasted over the old image in that slot.



4.3.3 Backing up images

To save a source image file to a local or networked drive, double-click any image thumbnail and choose "Save Image to Local Disk". The image is now available to be pasted into a document from another application.

4.3.4 Adding an image to a link (image links)

You can add links to images in email content or PURLs. When the prospect clicks the image in the email they receive, the linked URL will be opened in a new instance of their browser.

To add a link to an image:

1. Right-click the image and choose "Make This Image a Link". The Content Manager displays the Image Link Properties dialog.

2. Set the link properties for this image:

Link URL: The URL of the web page that will display when prospects click the linked image.

Link Name: The label you want to use to refer to the above link. The link name is used in the N.7 Dashboard to track how many times this link is clicked.

Link ALT Text: The text that prospects will see when they mouse over the link graphic in the email they receive.

3. Click **Save**.

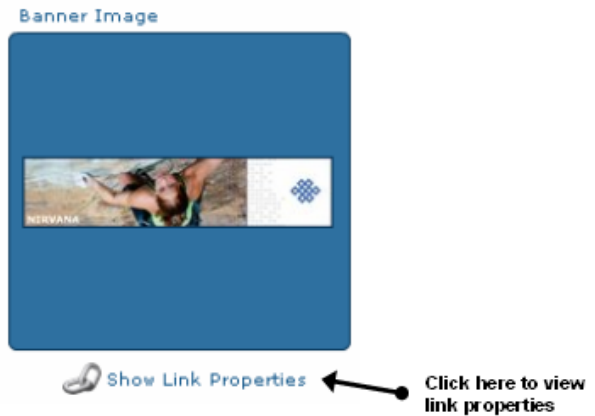
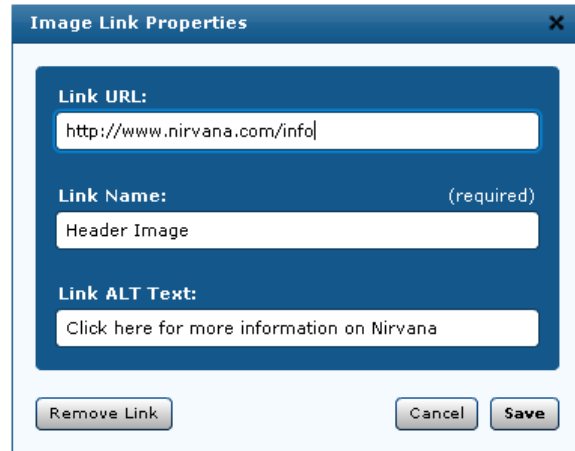
Once an image has been linked, the image tile includes a "Show Link Properties" hyperlink.

To change link properties, click **Show Link Properties**

OR
choose "Edit Link Properties" from the image context menu

OR
open the context menu and choose "Remove This Link".

The resulting dialog lets you edit the link properties or remove the link from the image (click **Remove This Link**).



4.4 Editing multiple items

In many cases, several items in a package may share the same content for one or more slots. Because this is so common, N7 Nurture permits users to open multiple items and make changes to all of them at the same time. Any changes made are applied to all selected items.

4.4.1 Opening multiple items

To open multiple items:

1. Use **Shift-click** or **Ctrl-click** to select more than one item from the package browser. (For more on selecting the item to view, see Browsing content, beginning on page 6.)
2. Click **Edit Items** to switch into edit mode for multiple items. You can also open more than one item in succession via Shift-click (PC) or Option-click (Mac), or by discontinuous selection, and work on them together

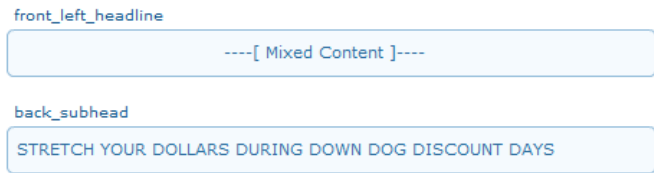
Once you've opened and selected several items for editing, the display changes to let you know that you are working on multiple items, and that any changes you've made will apply to all selected items:



4.4.2 Editing text in multiple items

Text slots with identical content in all selected items display the common text. If, on the other hand, the text content differs from one item to another, the message “---[Mixed Content]---” is displayed.

To edit a piece of text that occurs in every item that is currently open, enter new text, or use the Cut, Copy or Paste commands to modify text content in any slots across the selected items.

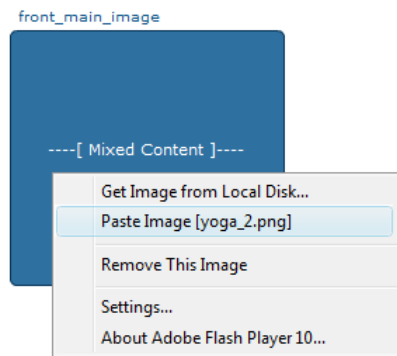


4.4.3 Editing image links across multiple items

Image slots with identical content in all selected items display a common thumbnail image. If the content differs, the ---[Mixed Content]--- message is displayed.

To edit an image slot that occurs in every item that is currently open,

1. Right-click (PC) or Option-click (Macs) to display the Context menu,
2. Upload, remove, copy, or paste image content across the selected items.



4.4.4 Saving multiple items

The number of items currently selected are displayed in parentheses in the Save button, on the Content Panel's Item Header.

To save changes to multiple items being edited at the same time, click **Save**.

To discard changes made to multiple items being edited at the same time, click **Cancel**.

Content Manager switches from Edit mode to Browse mode after the items are saved or the changes are discarded.



Note: At the bottom of the Item Browser are two buttons that operate on all items that are currently open. **Save All** saves content changes to all open items, regardless of whether or not the items are currently selected. **Cancel All** discards changes in all open items, regardless of whether or not the items are currently selected.

4.5 Validating content

The Content Panel, beginning on page 11, describes how invalid content is shown in N7 Nurture. You can use the edit tools described above to fix any invalid content. As soon as invalid content has been corrected, The Content Manager removes the invalid marker for that slot. Once all invalid slots in an item are corrected, the item is considered to be valid and all invalid markers are removed from the item.

4.6 Saving changes

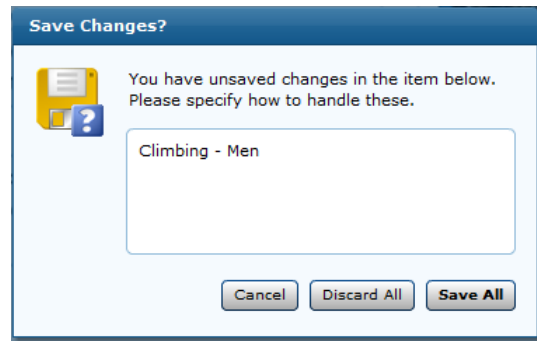
Content changes must be saved before an item can be previewed. If you are logged out of the Content Manager after 15 minutes of inactivity, any changes you have made thus far to open items are automatically saved.

To save all changes to the currently-selected item(s), click **Save**. (If there are several items selected and you want to save changes to all of them, click **Save All**.) Content Manager saves the items and then reverts back to Browse mode.

To discard all changes to the selected item(s), click **Cancel**.

If you attempt to log out prior to saving changes, the Content Manager displays the Save Changes? Dialog to remind you that you have items open for editing and have not yet saved.

Click **Save All** to save all your edits, **Discard All** to discard all your edits, or **Cancel** to return to what you were doing and save selected edits.



5 Searching Content

The Content Manager search facility enables users to search across one or more content versions, for

- text strings (within text content), or
- graphic files (by filename or friendly name)
- **To activate Search**, move to the bottom of the Content Panel and click **Search Content**.
- The Search Content dialog displays.

5.1 Searching all content versions

To search for a text string or a graphic within all available content versions:

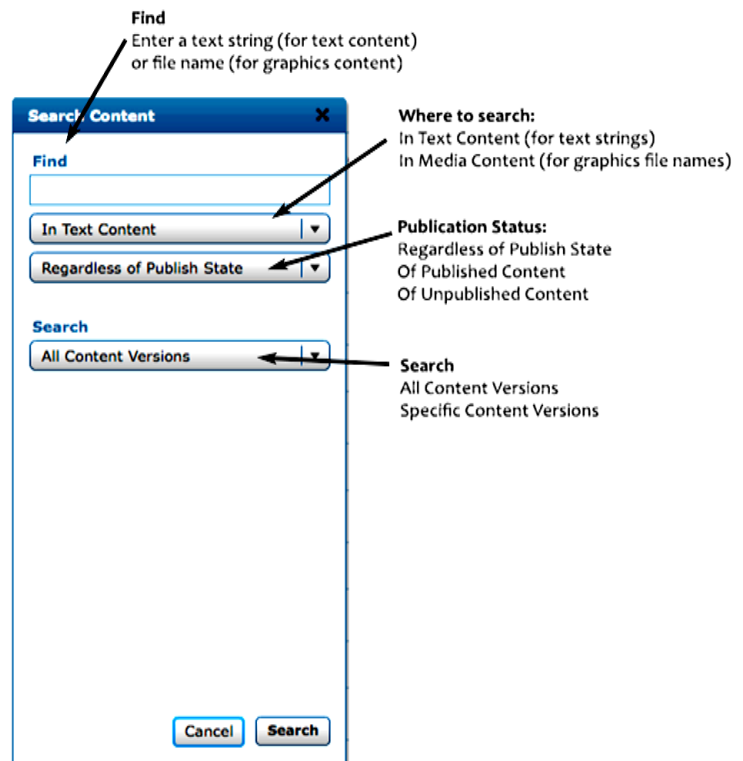
1. Enter the text string of interest.

If you're looking for text, try to enter a string of text that will return a fairly small and defined record set; otherwise, the search might take so long that it cannot complete.

If you're looking for a graphics file, enter the name or the friendly name of the file.

2. Choose **In Text Content** if you want a text string, or **In Media Content** if you want a graphics file.
3. Specify whether you want to search only published items, only unpublished items, or **Regardless of Publish State**.
4. Leave Search as **All Content Versions**.
5. Click **Search**.

Results are displayed as shown on page 48.

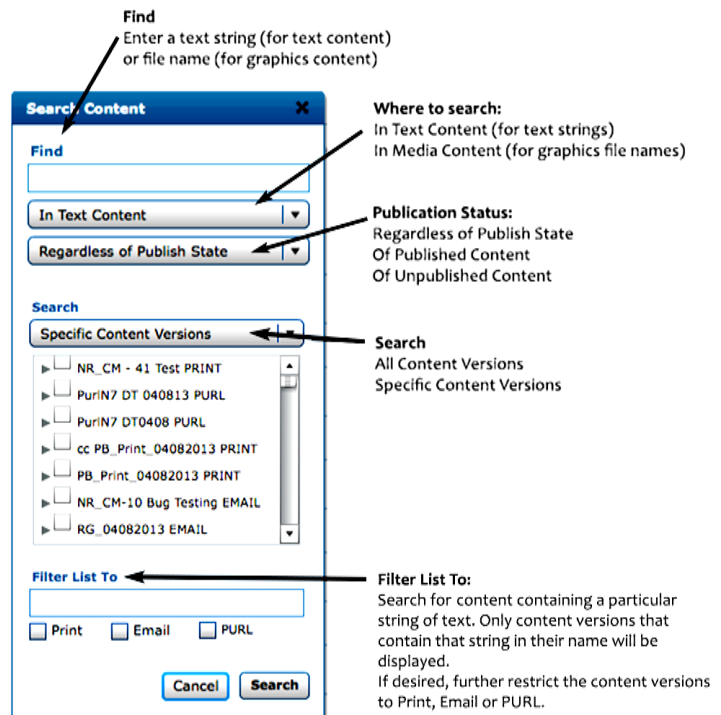


5.2 Searching across specific content versions

To search for a text string or graphic across specific content versions:

1. Set up your Find parameters as described on page 47, for searching across all available content versions.
2. Specify that Search be conducted across **Specific Content Versions**. A list of content versions displays.
3. Scroll down the list, selecting all content versions of interest to this search.
4. (Optional): Refine your search so that it only displays content that includes a particular string of text
OR
 Further refine your search by restricting the content versions to Print, Email or PURL.

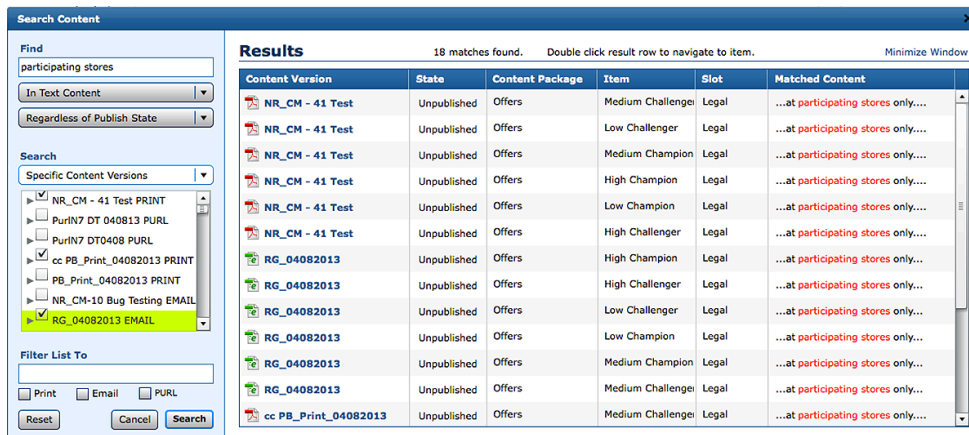
Results are displayed as shown on page 48.



5.3 Using your search results

The format of the result set enables you to navigate easily between content versions, to view each item of possible interest.

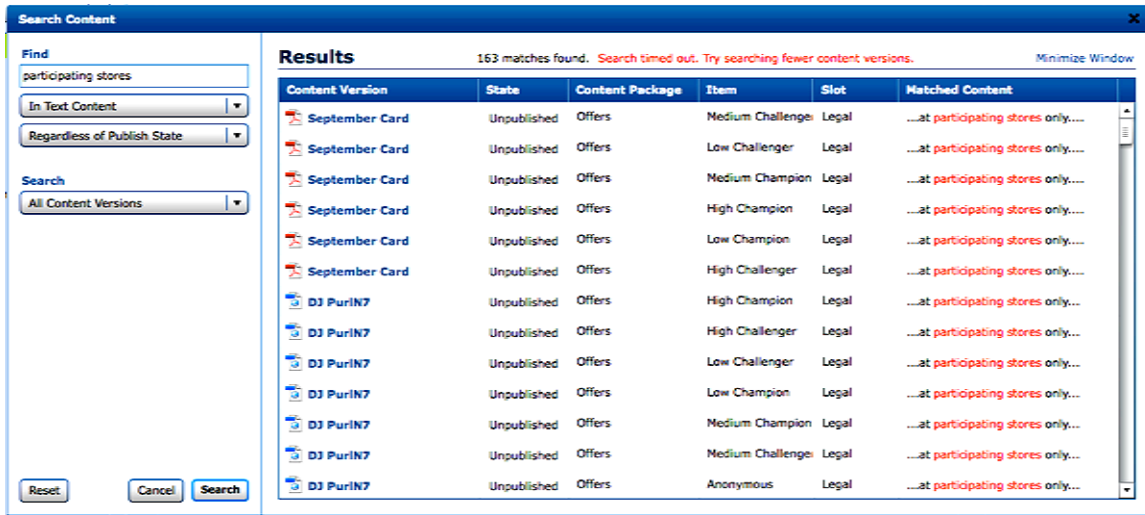
If your search was specific enough, your results will look something like this:



Double-click the result row to navigate to the item that was located. You are now free to open all items of interest, and possibly make changes in all of them simultaneously, as described in Editing multiple items, beginning on page 44.

To further refine your results, de-select some of the specific content versions you searched, or add a filter that requests you see only results in Print packages, or Email packages or PURL packages.

If your search was too general, you might see something like this:



Use the controls at the left-hand side of the window to delimit your search, and try again.

Appendix A – System Requirements

N7 Nimblefish Nurture has been tested with the following Operating System, Browser, and Flash version combinations:

Operating System	Browser	Flash Version
Windows Vista	Internet Explorer 7.0	Flash Player 10,0,45,2
	Firefox 3.6	Flash Player 10,0,45,2
Windows XP	Internet Explorer 7.0	Flash Player 10,0,45,2
	Internet Explorer 6.0	Flash Player 10,0,45,2
	Firefox 3.6	Flash Player 10,0,45,2
Mac Intel OS X.4 or X.5	Safari 4.0	Flash Player 10,0,45,2
	Firefox 3.6	Flash Player 10,0,45,2
Mac PPC OS X.4	Safari 4.0	Flash Player 10,0,45,2
	Firefox 3.6	Flash Player 10,0,45,2

This obviously needs updating

Other versions of operating software, browser, and Flash version may work fine, but they may not have been tested at the same level as the ones shown above.

Appendix B – Glossary

This appendix summarizes important terminology frequently used in this *Reference* and by Nimblefish Client Services personnel.

Content Version (Drop)	A collection of all the content to be used in a single mailing or email, displayed according to templates specified in the content engine. Also known as a <i>drop</i> .
Engine	Dedicated N7 Nurture content management system for your site's content. A server can hold multiple content engines.
FPO	"For Position Only"; a placeholder reference used to help visualize how the final layout of a content item will appear.
Invalid	Any item containing one or more slots that do not meet validation rules.
Item	A piece of content within a package.
Package	A group of content variations that are all driven by the same prospect variables. Each package controls a set of slots, or fields, in the final mailing. Examples: Theme (a package that controls the front headline, main image and back sub-headline), Offer (a package that controls the call-to-action, response phone number, and front sub-headline)
Slot/Field	An instance of specific text or image content, which may optionally be governed by validation rules to ensure that content is entered correctly. For example: Front_Headline or Back_Image.
Template	Defines the way prospect data, and the content generated for a prospect, will be formatted when each item is composed and produced.
Validation Rules	Rules that ensure that all items that use a particular template, are populated the same way. Validation rules can enforce how slots are filled, delimiting the length of content in text fields, what sizes and kinds of images may be specified (file type, color space), and checking against regular expressions.
Variability Plan	Determines how the items in a package are tailored and assigned to individual prospects. Worked out by Nimblefish Client Services in consultation with client marketing personnel.

Appendix C – Keyboard Shortcuts

N7 Nimblefish Nurture uses the following keyboard shortcuts:

Windows PC Keystrokes	Mac Keystrokes	Effect
Ctrl-C	Command – C	Copy
Ctrl-X	Command - X	Cut
Ctrl-V	Command - V	Paste
→	→	Move insertion point one character to the right.
←	←	Move insertion point one character to the left.
Shift+ →	Shift+ →	Extend selection one character to the right.
Shift+ ←	Shift+ ←	Extend selection one character to the left.
Ctrl+ →	Option+ →	Move insertion point one word to the right.
Ctrl+ ←	Option+ ←	Move insertion point one word to the left.
Shift+Ctrl+ →	Shift+Option+ →	Extend selection one word to the right.
Shift+Ctrl+ ←	Shift+Option+ ←	Extend selection one word to the left.
Double-click	Double-click	Select current word
Double-click then drag	Double-click then drag	Select by word in direction of drag
Home	Home	Move to start of current line
End	End	Move to end of current line
Right-click	Option-click	Display context menu
Shift-click	Shift-click	Select or deselect multiple contiguous items in a list
Ctrl-click	Command-click	Select or deselect multiple non-contiguous items in a list
Shift-Ctrl-click on green check mark in Final Approval Details dialog	Shift-Command-click on green check mark in Final Approval Details dialog	Rescinds approval for a content version that has been approved.
Shift-Ctrl-click on proof icon	Shift-Command-click on proof icon	Forces regeneration of a package or final proof