

USE CASE

WELCOME LIFECYCLE PROGRAM

INTRODUCTION

PURPOSE

This use case demonstrates a welcome lifecycle program for newsletter subscribers. Each day, newly subscribed contacts are sent a welcome email. After 1 day, the new subscribers are split between those with a loyalty card and those without. Loyalty card members will be sent their first newsletter. Those without a loyalty card are sent an email with an offer to join the program. This email includes a redirect for contacts who wish to sign up for a loyalty program to the unique custom journey that manages the loyalty card enrollment process.

FEATURES USED

Assets

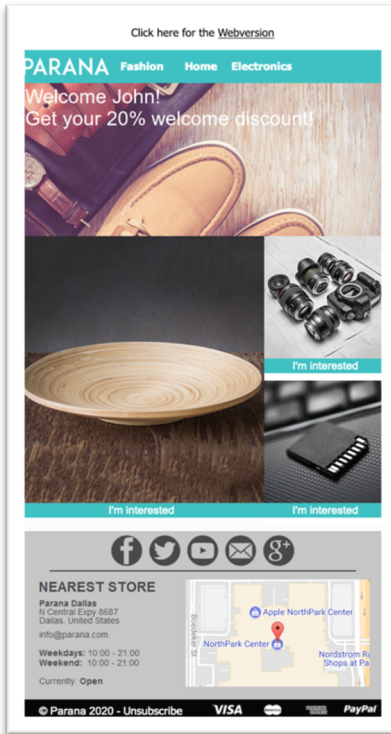
- Welcome email message
- Newsletter message
- Loyalty card offer message

Custom Journey

- Recurring Batch Input Component
- Audience Filter Component
- Wait Component
- Rule Based Split Component

REQUIRED ASSETS


WELCOME EMAIL MESSAGE



NEWSLETTER MESSAGE

PARANA Fashion Home Electronics

This sale ends in
00:10:06:40
SAVE HOUR MINUTES SEC





GADGETS & ACCESSORIES


20% OFF

Hello John

Check out the items we have selected for you this week.

More >>



More >>


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NEAREST STORE

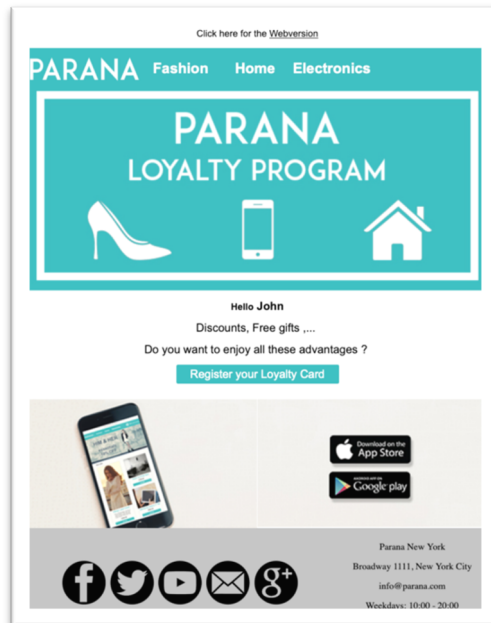
Parana Dallas
N Central Expy 8667
Dallas, United States
info@parana.com

Weekdays: 10:00 - 21:00
Weekend: 10:00 - 21:00
Currently: Closed



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LOYALTY CARD OFFER MESSAGE



CONTACT POINT OF VIEW

1. Within one day of subscribing to the newsletter, I receive a welcome email.
2. If I am a loyalty card member, I will receive my first newsletter message a day later.
3. If I am not a loyalty card member, I will receive a loyalty card registration offer a day later. If I choose to accept the loyalty card offer, a link within the email will redirect me to the registration process.

CUSTOM JOURNEY DESIGN



1. Create a new Custom Journey and Place a Recurring Input Component on the Left edge of the Journey canvas. Configure the custom journey to execute on a daily basis at 2:00 am.
2. Place an Audience Filter component next and connect to the Input component. Connect the two Components. In the Audience Filter properties, create a constraint using the OPTIN.NEWSLETTER_OPTIN field. This field holds the date and time the contact subscribed. Design the constraint to only include contacts who subscribed within the last day.
3. Add a Mail Component. Connect it to the Audience Filter using the On Audience Filtered event. Select the Welcome Program email you have created.
4. Then, place a Wait Component on the canvas. Connect the Mail and Wait Components using the On Send event. Configure the Wait Component for the period of 1 day.
5. After the Wait Component, add a Rule Based Split Component. Connect the Wait and Split using the After 1 day event. Configure the Rule Based Split to use a constraint where the LOYALTYCARD.USERID is greater than 0. This indicates that the contact has been assigned a loyalty card number and is therefore a member of the program.
6. Add a Mail Component and connect to the Rule Based Split using the 'Yes' event. Select the Newsletter Message you have created.
7. Add a second Mail Component and connect to the Rule Based Split using the No event. Select the Loyalty Reward Card Offer email you have created.
8. Finally, add a Redirect Component after the second Mail Component. Connect the Loyalty Reward Card Mail Component to the Redirect component using the On Link Click event. Configure the Redirect to send the contacts to the existing journey for loyalty card registration.