



# ***CAMPAIGN CP107 LAB MANUAL***

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## **CP107.1: CREATE THE CONTEST JOURNEY**

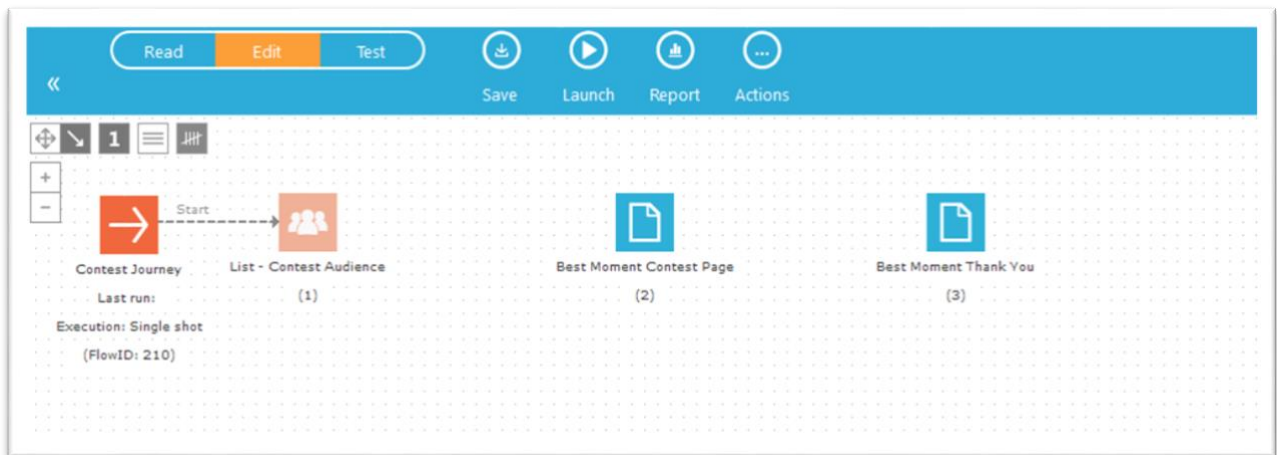
Create a new journey to manage the contest submission process:

1. Select Journey from the left navigation
2. With the Best moment folder selected, click the Create new button in the top bar
3. Select Blank, enter the name: Best Moment Contest
4. Click create
5. Drag and drop the Contest audience, form and thank you page onto the canvas
6. Drag and drop the confirmation email onto the canvas
7. Connect (arrow) from the Start component to the Audience component

Configure the contest audience:

8. Double click the Audience component
9. Navigate to the Data tab
10. Check the box next to CONTEST profile extension list
11. Check the box next to LOYALTY profile extension list
12. Click OK to close the Audience properties panel

Your newly created journey should appear as shown below.



**This completes this lab.**

## **CP107.2 CONFIGURE JOURNEY INPUTS**

Configure the input components from the invitation and reminder email:

1. Drag and drop an Input component between the Audience and the form page
2. Connect (arrows) the Audience component to the Input component
3. Double click the Input component
4. Name the Input component: Entry contest
5. Click OK in the Input component properties panel when done
6. Save your journey
7. Open the Best moment invitation email in the Editor
8. Click Edit at the top of the screen to make changes, find the link “Share your moment”
9. Double click to open the properties panel
10. Select “Send the contact to an existing journey”
11. Use the dropdown tree view to find the “Entry contest” Input component
12. Double click the “Entry contest” Input component
13. Click OK to save the email
14. Repeat the above process for the reminder email

**This completes this lab.**

## **CP107.3 LAB: ADD A DATA COMPONENT**

Add and configure a data component to store contest form submissions:

1. Open the Contest Best Moment journey
2. Drag and drop a Data component to the right between the form and the thank you page
3. On the journey canvas, connect (arrow) from the Data component to the form
4. Connect the form to the Data component, the properties panel opens
5. Select “Click link contest submission”
6. Click OK
7. Double click the Data component to open its properties
8. Enter the name: *Validate & Store*
9. Select the Update data tab
10. Click the @ button behind the MAIL field to enter this value into the input field
11. Click the @ button behind the NAME field to enter this value into the input field
12. Click the @ button behind the ANSWER field to enter this value into the input field
13. Find the field POINTS on the LOYALTY profile extension list
14. Enter the IF function statement in the value field: *IF(LOYALTY=1, LOYALTY.POINTS+100,LOYALTY.POINTS)*

## **CP107.3 LAB: ADD A DATA COMPONENT-CONTINUED**

Add validation rules for contest form submissions:

15. Select the Validation tab for Data properties
16. Enter the constraint to require an answer: @ANSWER<>"
17. In the associated error message field, enter: Please write your anecdote.
18. Enter the second constraint to check the message length: LEN(@ANSWER)<=500
19. In the associated error message field, enter: Maximum 500 characters
20. Click OK when done
21. Connect from the Data component to the Best Moment Thank You page
22. Select the Success event to designate this as the Success path

**This completes this lab.**

## **CP107.4 LAB: CONFIGURING AN INSTANT EMAIL**

Configure the thank you email to be sent as an instant email:

1. Drag and drop the confirmation email from the left tree view to the canvas
2. Double click the confirmation email to open its properties
3. Navigate to the Advanced scheduling tab
4. Click the instant email option
5. Click OK
6. Connect (arrow) from the Data component to the instant email
7. Select the Success event to designate this as the Success path

**This completes this lab.**

## **CP107.5 LAB: REDIRECT COMPONENTS**

Configure a redirect for contacts who want to request a loyalty card:

1. Drag and drop a Redirect component behind the confirmation email
2. Connect the Email component with the Redirect component
3. Select the event "Click link Request your loyalty card"
4. Click OK
5. Double click the Redirect component to open its properties
6. Enter the name: Loyalty Card Request
7. Select External location and enter the URL: <https://parana.selligent.com/shop>
8. Click OK then save the journey

**This completes this lab.**

## **CP107.6 LAB: TESTING THE JOURNEY**

Use Test mode to ensure your journey works correctly:

1. Select the Best Moment Contest page from the canvas and click Test in the top bar
2. On the right, select your test contact
3. Do not complete or enter data into the answer field
4. Click Submit and confirm the error message appears
5. Refresh the page
6. Complete the answer field with more than 500 characters
7. Click Submit and confirm the error message appears
8. Complete the answer field with a valid answer
9. Click Submit and confirm the thank you page appears
10. Check your email inbox to confirm the confirmation email was sent

**This completes this lab.**