

USE CASE

MULTI-CHANNEL DISCOUNT CUSTOM JOURNEY

INTRODUCTION

PURPOSE

In this use case contacts provide their preferred communication channel, it's recorded in their Marketing Cloud record and they receive a discount offer message via email, mobile push or SMS based on their preference.

FEATURES USED

Content

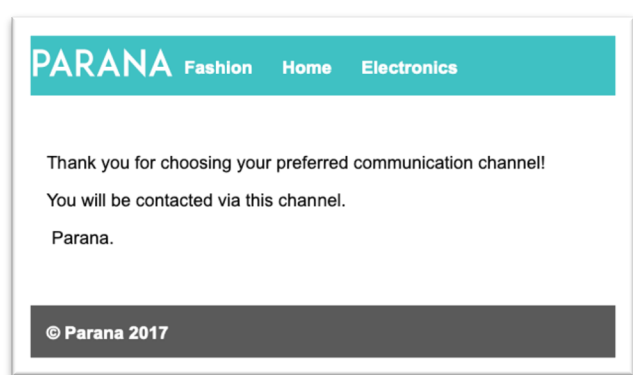
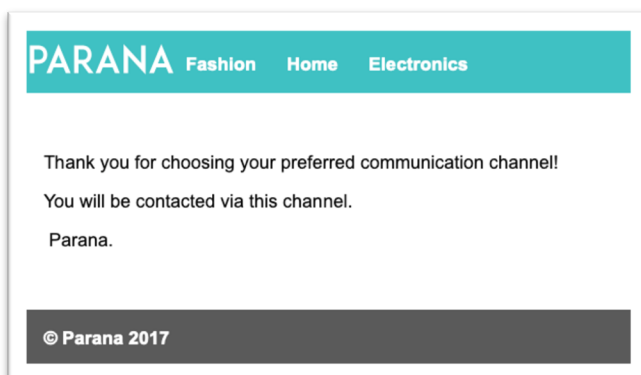
- SMS
- Mobile Push
- Email

Custom Journey

- Audience Filter Component
- Facebook Custom Audience Component
- Google Customer Match Component

REQUIRED ASSETS

CHANNEL PREFERENCE CONFIRMATION PAGE & ERROR PAGE

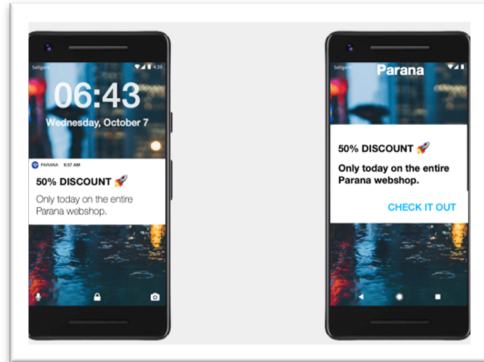
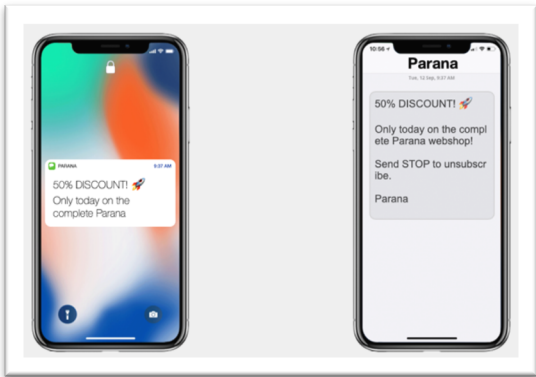


Oops! Something went wrong.

Parana.

© Parana 2017


DISCOUNT OFFER SMS & MOBILE PUSH








DISCOUNT OFFER EMAIL

Click here for the [Webversion](#)

PARANA Fashion Home Electronics




SEE ATTACHMENT

NEAREST STORE

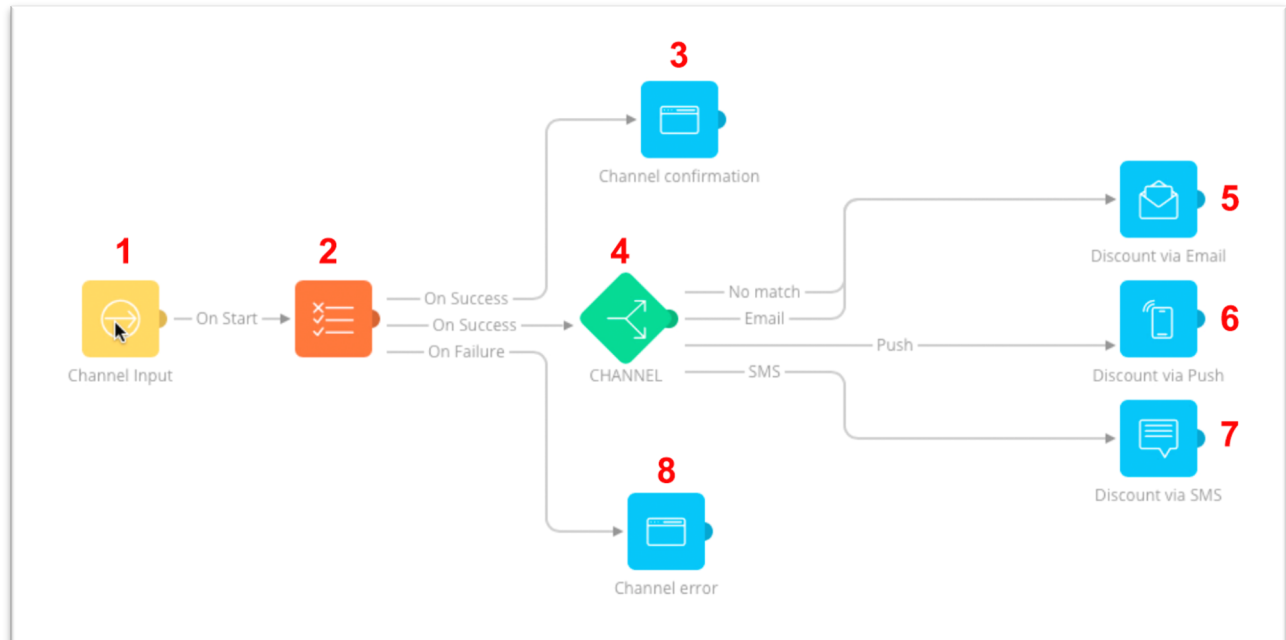
Parana Dallas
N Central Expy 9687
Dallas, United States
info@parana.com



CONTACT POINT OF VIEW

1. I am redirected to this journey with my preferred communication channel as a parameter (SMS, mobile push or email).
2. If recording my channel preference is successful, I am shown a confirmation page. I am also sent a discount offer message via email, SMS or mobile push based on my recorded preference.
3. If recording my preference is not successful, I am shown an error page.

CUSTOM JOURNEY DESIGN



1. Create a new Custom Journey and Place an Input Component on the Left edge of the Journey canvas. This Input Component is selected as the endpoint for a channel preference form or other input form where the contacts preferred communication channel is received.
2. Place a Validation Component and connect to the Input using the On Start event. In the properties, request the parameter CHANNEL.
3. Place a Page Component immediately to the right of the Validation component. Connect the two using the On Success event. Select the Channel Confirmation page you have created.
4. Add a Rule Based Split Component immediately to the right of the Validation component. Connect the two using the On Success event. Enter Channel as the Parameter and the values of Email, Push and SMS.
5. Then place a Mail Component after the Rule Based Split Component. Connect the two using the No Match and Email events. Select the Discount Offer email you have created.
6. Add a Mobile Push Component after the Rule Based Split. Connect the two using the Push event. Select the Discount Offer mobile push message you have created.
7. Add a SMS Component after the Rule Based Split. Connect the two using the SMS event. Select the Discount Offer SMS you have created.

8. Finally, add a Page Component directly after the Validation Component. Connect the two using the On Failure event. Select the Channel Preference Error page you have created.