

USE CASE

SOCIAL ADVERTISING

INTRODUCTION

PURPOSE

This Custom Journey manages the back end process of adding new Selligent Marketing Cloud contacts to Facebook and Google advertising lists.

FEATURES USED

Custom Journey

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

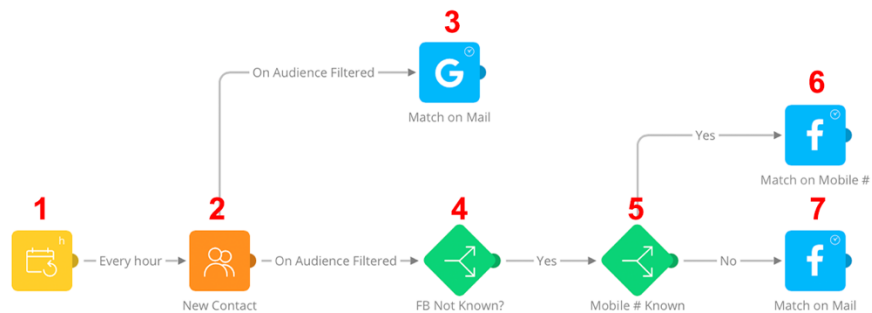
REQUIRED ASSETS

No contact-facing assets.

CONTACT POINT OF VIEW

Not applicable. This custom journey manages a back-end 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 Recurring Input Component to execute on an hourly basis.
2. Place an Audience Filter Component immediately to the right to the Input using the Every Hour event. In the Audience Filter properties, create a constraint that filters contacts using the CREATED_DT field. This field holds the date and time the contact record was created. The filter should include records created between the relative time of now and the past 1 hour.
3. Place a Google Customer Match component on the canvas and connect to the Audience Filter Component using the On Filtered event. In the Google Customer Match properties, use the add method and choose the appropriate Google list. Record the mail, phone, first name, last name and postal code using the associated Selligent Marketing Cloud contact record fields.
4. Next, add a Rule-Based Split Component and name it FB Not Known. Then connect it back to the Audience Filter Component using the On Filtered event. Edit the Split component's constraint filter to check whether the contact's FACEBOOK_ACCOUNT field is EMPTY. Contacts that DO NOT HAVE an entry will proceed, while contacts that HAVE an entry in this field will exit the Journey with no further action.
5. Add a second Rule-Based Split Component and name it Mobile # Known. Then connect it back to the FB Not Known Split Component using the Yes event. Edit the Split component's constraint filter to check whether the contact's MOBILE field IS NOT EMPTY.
6. Mobile numbers are the preferred matching key between Facebook and Selligent Marketing Cloud. Add a Facebook Custom Audience Component and connect it to the Mobile # Known Split Component using the Yes event. In the Facebook Custom Audience properties, use the add method and record the contact's mobile phone field.
7. Finally, add a second Facebook Custom Audience Component and connect it to the Mobile # Known Split Component using the No event. In the Facebook Custom Audience properties, use the add method and record the contact's mail field.