

USE CASE

EVENT-DRIVEN CUSTOM JOURNEY

INTRODUCTION

PURPOSE

This instant event-driven Custom Journey provides email confirmation of in-store registration for the brand's customer appreciation party. The dedicated Custom Event list is used to store event information in a dedicated 1:N list linked to the Audience list.

When a new record is added to the custom Events list via API, the custom journey is initiated instantly. This journey delivers an email confirmation that includes personalization from the contact's record in the Custom Event list. It also requests the contact to complete a form to record their gift preferences. A Data component stores this information in a dedicated 1:1 linked list. Upon successful update of their record, a confirmation page is shown, and the contact is sent an email. If updating their record is not successful, an error page is shown.

FEATURES USED

Lists

- Custom Event List
- 1:1 Linked List

Content

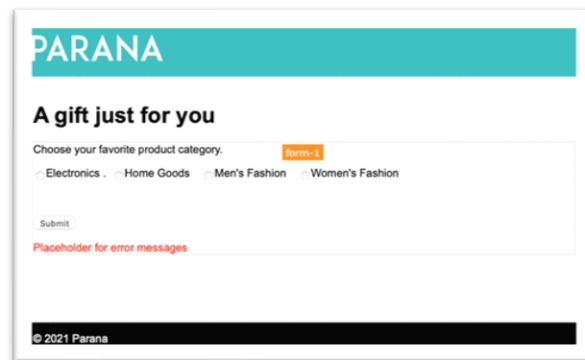
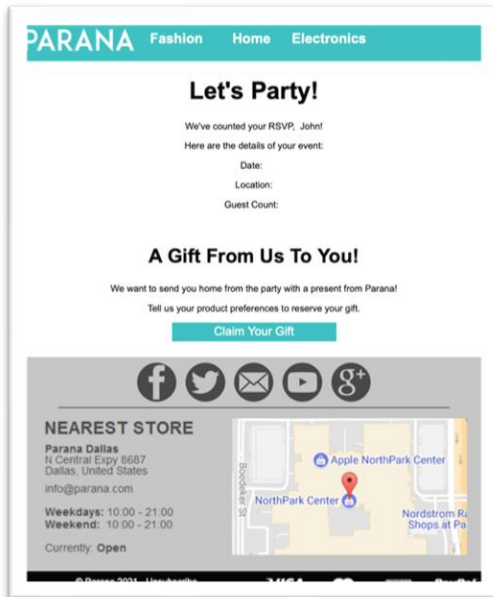
- RSVP & Gift Offer Email
- Gift Registration Form
- Gift Confirmation Page
- Error Page
- Gift Confirmation Email

Custom Journey

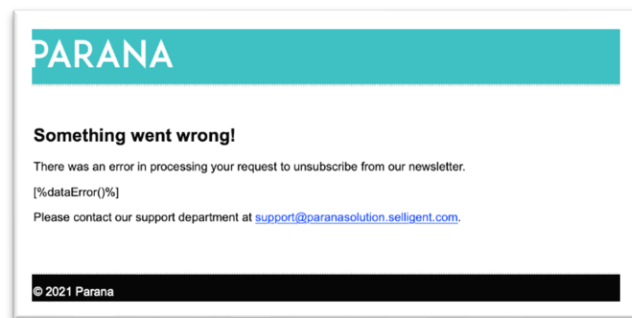
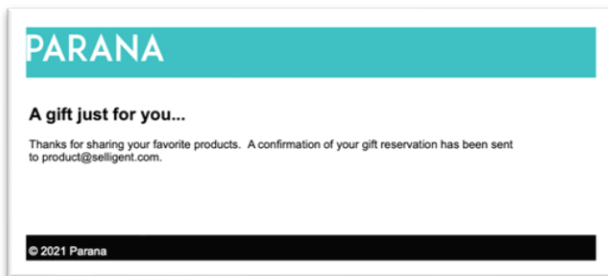
- Event Input Component

REQUIRED ASSETS

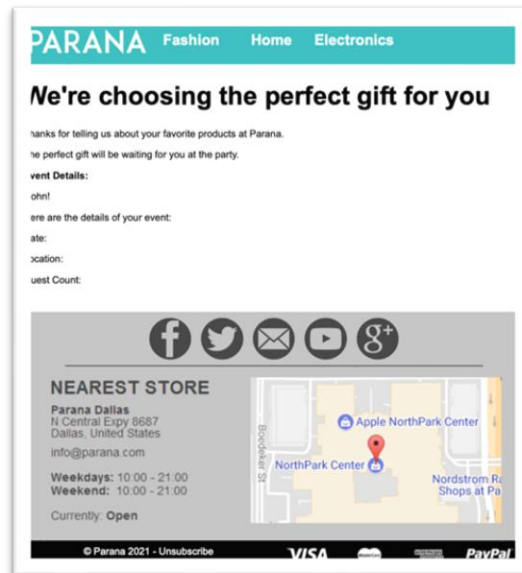
RSVP GIFT OFFER EMAIL & GIFT REGISTRATION FORM



GIFT CONFIRMATION PAGE & ERROR PAGE



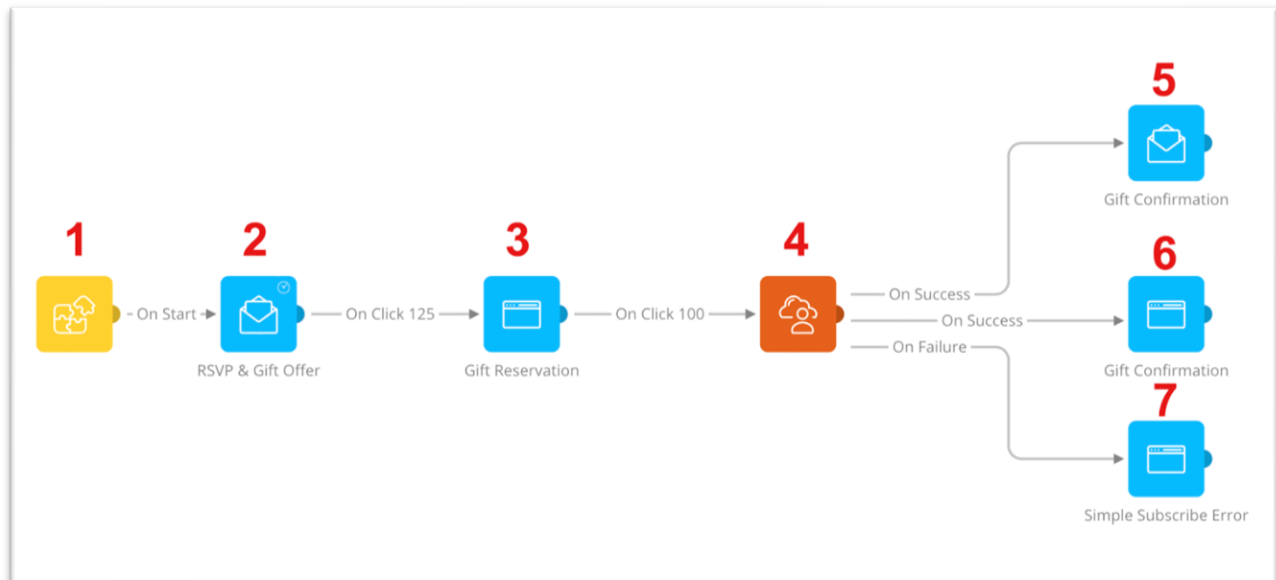
GIFT CONFIRMATION EMAIL



CONTACT POINT OF VIEW

1. I provide my RSVP details in store to an associate.
2. I receive an email containing the details of my RSVP.
3. When I click on the link, I can provide my category preference for my gift.
4. Upon successful submission, I am shown a confirmation page and receive an email containing my category preference and RSVP information.
5. If there is an error processing my submission, I am shown an error page.

CUSTOM JOURNEY DESIGN



1. Create a new Custom Journey and Place the Custom Event Input Component on the Left edge of the Journey canvas. In the properties, select the Parana Party Custom Events list.
2. Place an Email Component immediately to the right of the Input Component and connect the two components. Select the RSVP & Gift Offer email.
3. Now place a Page Component immediately to the right of the Email Component and connect the two. Select the button's link as the event path. In the properties, select the Gift Registration Form page.
4. Place a Data Component next and connect it to the Page component. In the properties, select the 1:1 linked list field PARTY.GIFT_CATEGORY. Use the *requestValue* button to populate the field with the input from the form.
5. Now place a Page Component and connect it to the Data Component using the On Success event. In the properties, select the Gift Confirmation page.
6. Then place a Email Component and connect it to the Data Component using the On Success event. In the properties, select the Gift Confirmation mail message.
7. Finally, place a Page Component and connect it to the Data Component using the On Failure event. In the properties, select the Gift Error page.