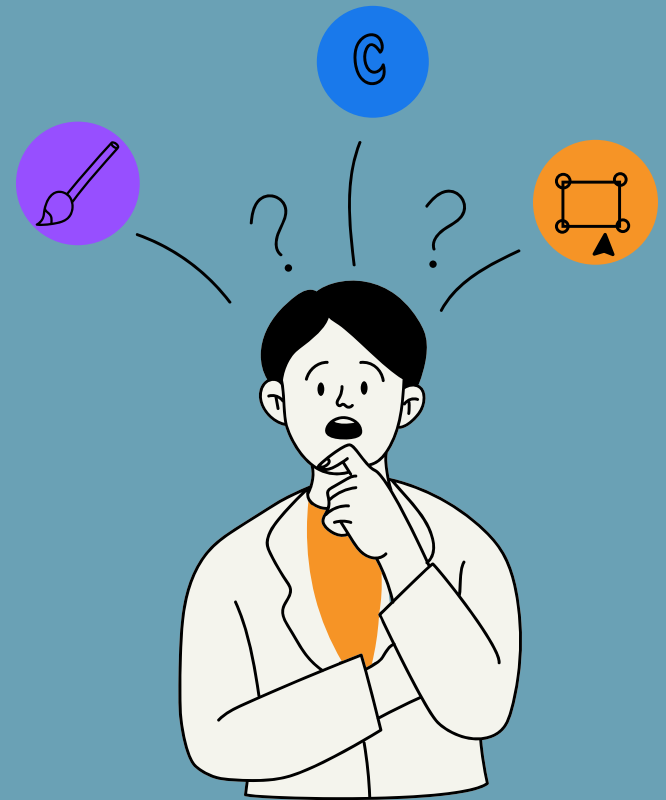


MY PREFERENCES DECISION SERVICE FOR SALESFORCE MARKETING CLOUD

LEVERAGE CONSENT, PREFERENCE, AND ZERO-PARTY DATA TO CREATE RELEVANT AND COMPLIANT JOURNEYS

WHAT IS DECISION SERVICE?

It's a MyPreferences app on Salesforce Marketing Cloud that performs real-time checks on consents, preferences, and zero-party data in MyPreferences, helping you deliver customer-centric campaigns that drive engagement and increase loyalty.



WHY IT MATTERS?

REAL-TIME DECISIONING
WITHOUT DATA DUPLICATION

- ELIMINATES BIDIRECTIONAL INTEGRATION
- EMBEDDED DIRECTLY IN JOURNEY BUILDER
- WORKS WITH DRAG AND DROP EASE
- DIRECT JOURNEY PATH CONTROL

WHERE CAN I GET IT?

The app has completed the AppExchange Security Review and is scheduled to go live early Q2 - 2025.

MyPreferences users can install it from **Salesforce AppExchange**.



The background of the slide features a grayscale image of several hands of different skin tones reaching up to hold a globe. The hands are positioned around the globe, with fingers spread, creating a sense of global unity and support. The globe is centered in the upper half of the image.

**HOW IT
WORKS?**

01

MAP

Map a common
identifier between
Salesforce
Marketing Cloud
and MyPreferences.



02

INFORM

Inform the app on
how to handle
multiple matches.

For example, same
phone number or
email on multiple
profiles.



Profile: 234342

4047783020



Profile: 293893

4047783020



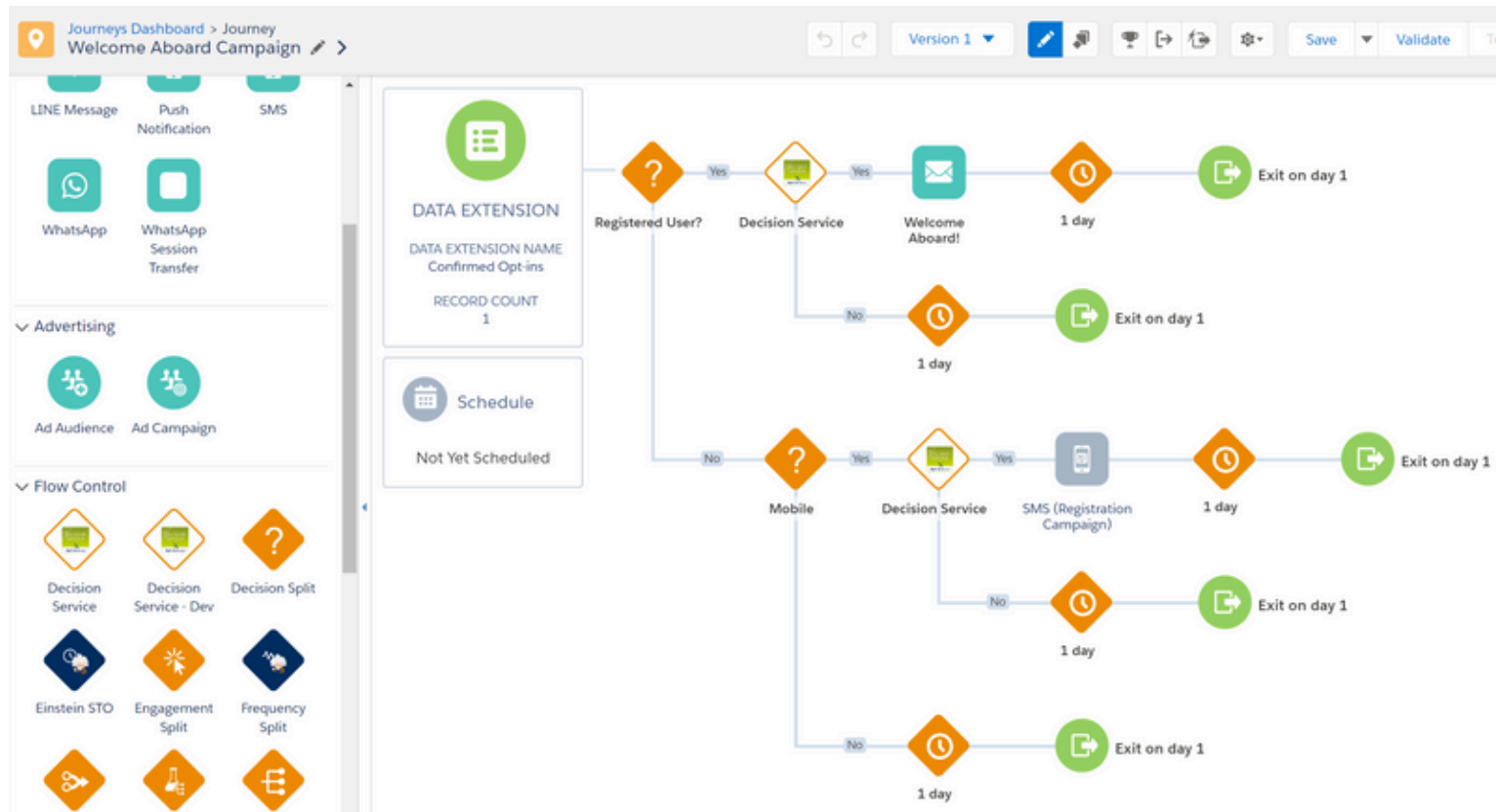
03

DEFINE

Create your decision criteria using customer data stored in **MyPreferences** along with contact information stored within **Marketing Cloud**.

- CONSENTS
- PREFERENCES
- CHANNELS AND FREQUENCY
- PSYCHOGRAPHICS
- FEEDBACK & OPINIONS
- Do Not Contact STATUS

With Drag and Drop Ease in Journey Builder



Enhanced Control for Optimized Journeys

 Journeys Dashboard > Journey
Welcome Aboard Campaign  >

 Version 1  Save  Validate Test

 Decision Service 

  Settings  Alerts  Help 

1.1. Define Evaluation Criteria

Define evaluation criteria when multiple profiles are found:
The Match criteria you have selected may return multiple profiles in MyPreferences. How should we handle this?

- ☒ Evaluate against at least one matched profile (OR)
If at least one matching profile in MyPreferences meets the decision criteria, the contact will be sent to the *Yes* path. If no matching profile meets the criteria, it will be sent to the *No* path.
- ☐ Evaluate against all matched profiles (AND)
The app will evaluate all matching Profiles in MyPreferences against the decision criteria configured. If **all the profiles** meet the decision criteria, the contact will be sent to the *Yes* path, otherwise it will be sent to the *No* path.
- ☐ Send to the No path (No evaluation)
If more than one matching profile is found for a contact, it will be sent to the *No* path without any evaluation.

 BACK  NEXT

Unlock Precision with Granular Decisioning

2. Define Decision Criteria

And

Or

...

Profile Consent
CCPA Privacy Rights (Version v4)

Operator

Equals

Static Value
Granted

...

Profile Custom Field
Company

Operator

Equals

Static Value
ACME Corp.

...

Data Extension
Lead Source - Most Recent

Operator

Exists

And

Or

...

Profile Email Preference
Usage Feedback

Operator

Equals

Static Value
OptIn

...

Profile SMS Preference
Feedback and Research

Operator

Equals

Static Value
OptIn

KEY FEATURES

- Easy flow for app installation and configuration.
- Works seamlessly in Journey Builder.
- Combine MyPreferences data with Salesforce Contact Data to craft tailored decision criteria.
- Facilitates granular searches against any customer data point in MyPreferences.
- Supports multiple operators to define specific decision criteria.



Call or email to learn more

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