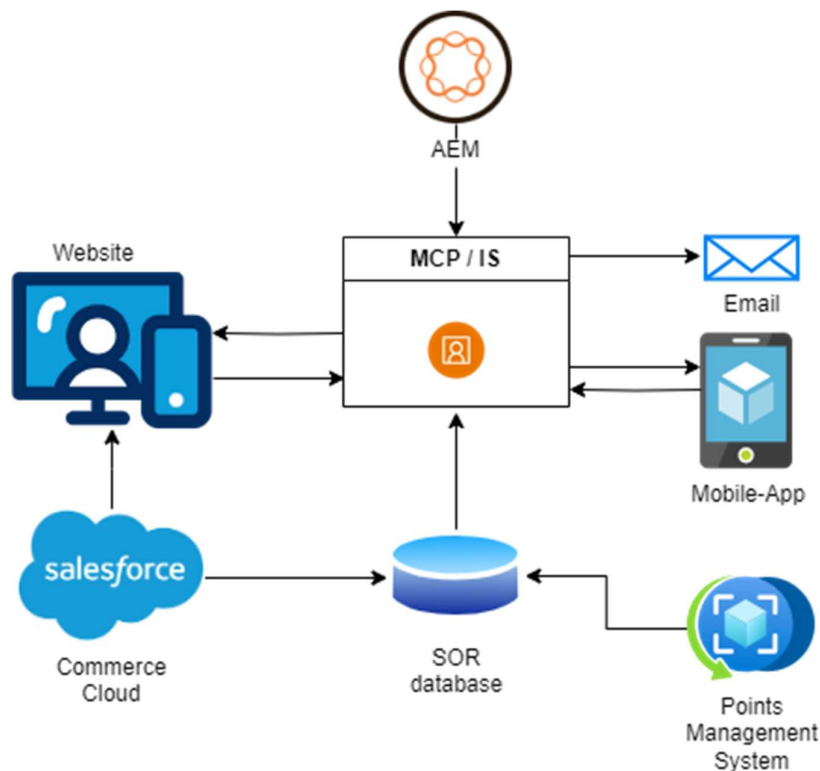


Client: Sony ##.

Project Description: The Client had an independent Website for their Rewards' Points Redemption Program. They wanted this Website to be Personalized using Marketing Cloud Personalization (Interaction Studio). The website was setup using SFCC. The Client was an existing user of SFMC from the past many years, and had their legacy data scattered across SFMC & an external database(which acted as the Source of Truth). The website's Content management was handled through AEM. And the Rewards Points system was managed externally which had events flowing into the database & eventually into MCP(IS)



Basic Requirements: The Client wanted to Personalize across the Web, Email & App Channel. The MCP Catalog was listed in USD in relation to the Rewards Points. And the Customers could purchase products listed on website using the Rewards Points. - The source of Truth in this implementation was an external SOR database. It was integrated to corresponding ETL Feed lines viz. User ETL, Product ETL & Transaction ETL for the respective data points. This helped to collate the Realtime data in MCP(IS) with the Source of Truth.

Usecases:

1. HomePage Banner - Content Personalization	
Channel	Web
Page	HomePage
Content Zone	HomePage-Banner
Use Case Details	The HomePage had a default video for any regular visitor. Segments were created for a combination of User Attributes and the Business Requirement and aligned to different Experiences. Each Experience had a different Image. Thus, making the Content Personalized

2. LoggedIn-HomePage Banner – Product Recommendations	
Channel	Web
Page	HomePage
Content Zone	LoggedIn-HomePage Banner
Use Case Details	Based on User's Points Balance, Product Recommendations were rendered in the said Content Zone. It leveraged the 'Eligible Item' Ingredient of the Einstein Recipe for the Filter criteria of Points Balance Attribute. This helped the Client to attract the Customer Base towards their Loyalty Program Website

3. Nurture Journey for Credit Card Offers	
Channel	Email
Page	NA
Content Zone	NA
Use Case Details	The Client had a selected set of premium-customers(eligible for credit card offers) which was imported in a manual segment. These users were integrated to a multi-stage nurture Journey in SFMC. The status of these Customers across different stages of the journey was updated back in MCP(IS) using Personalization Activity. And thus an Offers' Campaign was sent across the Email Channel

4. Surveys in Logged-in Account	
Channel	Web
Page	User Profile Page after Login
Content Zone	Profile details section
Use Case Details	The Client had hosted few survey forms in the login account for users. These forms were used to collect Zero Party Data, directly from the Customers. This was done using Web Campaigns, to update the data in the User Object in MCP(IS). This data was used for further Business Analysis.

5. External Landing Page Personalization	
Channel	Server
Page	External
Content Zone	External Landing Page Form
Use Case Details	The Client had a registration form hosted on an external landing page. This integration was done using Serverside Campaigns. This involved sending these newly registered users' data to MCP(IS). Thus, user profiles were created from an External Channel & also their related Data was captured.

6. Mobile App Personalization	
Channel	Mobile-App
Page	NA
Content Zone	Targeted Area in Login Account
Use Case Details	The Mobile App Campaigns were created to render Product Recommendations in the Points Redeem Section. Upon opening the Redeem View, Users will be presented with a set of four recommended Products based on their affinities expressed through past browsing and purchasing behaviors across designated Target Areas. The Recommendations were driven by Einstein Recipes.

7. Analytics using DataWarehouse	
Channel	NA
Page	NA
Content Zone	NA
Use Case Details	The User, Product & Transaction Data in DataWarehouse is organized in Tables. Data was queried from these Tables for the Integrating Connectors. This was then integrated to Tableau for Analytics Purpose.

8. Pass Promotions through Emails	
Channel	Email
Page	NA
Content Zone	NA
Use Case Details	Pass Promotions content was created using Open Time Email Campaigns. User Segments were created based on User's Points Balance & the user's affinities. These Segments were synced with Multi-Stage Journeys in SFMC. Based on the cohorts to which the users Qualify, different Passes were sent to Users using Open Time Email Campaigns. Users were directed back to the website to buy the respective Products using their Points. And thus the data was collated back in MCP