

AMPscript for Beginners

AGENDA

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What are some practical cases that I could use AMPscript in my organization?

What is AMPscript?

AMPscript is a proprietary programming language that you can use to deeply enrich the experience of Marketing Cloud to both your organization and your subscribers.

Through robust personalization, data manipulation, and even API capabilities, it unlocks the full potential of your emails, SMS, Cloud Pages, and more.

What can I do with AMPscript?

Bringing value to Marketing Cloud with AMPscript

- Personalize your messaging.
- Have dynamic content based on numerous factors.
- Add, modify, and delete data dynamically.
- Leverage APIs to interact with external systems or even other Marketing Cloud components.
- Much, much more!

Why use AMPscript?

Personalization is key!

- 80% of customers are more likely to conduct business with a company that offers a personalized experience.
- Personalized subject lines are 26% more likely to be opened.
- 62% of consumers say they feel “happy” and “excited” to respond to a personalized message from a retailer.

Why use AMPscript?

Personalization is just the tip of the iceberg... There's so much more you can do once you start to wrap your head around AMPscript!

- Send and track distribution of unique coupon codes
- Show dynamic content recommendations
- Create fully customized preference and profile centers
- Trigger additional campaigns based on contact's actions

Getting Started

Personalization Strings

These allow you to insert subscriber attributes and various system data directly into your content.

Examples:

String	Output
%%emailaddr%%	brooks.stricklin@wundermanthompson.com
%%xtlongdate%%	Wednesday, June 10, 2020
%%emailname_%%	Weekly_Newsletter_06102020

Getting Started

AMPscript

Allows you to use your custom attributes from data extensions (as well as personalization strings) to apply a whole array of formatting options!

You now have complete flexibility over what you present in your content!

Syntax

Inline AMPscript

Best for simple output of AMPscript directly into your content.

This introduces a new set of opening and closing tags:

```
%%= =%%
```

Inline AMPscript Examples

Dear %%=ProperCase(FirstName)=%%, thank you for joining our program!

Your exclusive offer will expire on %%=DateAdd(CreatedDate, '30', 'D')=%%.

Reset your password here

Syntax

Syntax

AMPscript Code Blocks

In order to start to doing more complex scripting, code blocks will become your best friend. They have their own opening and closing tags as well:

```
%%[ ]%%
```

Anything entered between these tags is treated as code and Marketing Cloud does not render as content.

Introducing... Variables!

Variables are placeholders for data that you can reuse throughout your content.

All AMPscript variables are defined with the prefix character:

@

You'll often see AMPscript start by defining the variables to be used with the VAR keyword, such as the following:

```
VAR @FName, @Lname, @Address
```

Syntax

Setting a Variable

Now that you've defined your variable, you need to say what goes in it!

The SET keyword specifies that you are both declaring a variable and providing instructions on what it contains.

For example:

```
SET @FName =  
    FirstName
```

Syntax

Syntax

AMPscript Language Elements

Constants

- Numbers and strings that would be a static value.
- Setting variables for strings requires quotes.

Attributes 123, 'Hello', '123.45', TRUE, 0

- Dynamic values coming directly from the sendable data extension.
- Field names should be entered without quotes, otherwise it is treated as a constant.
- Field names with spaces require square bracket wrappers.
 - Ex: FirstName, [Email Address], Billing_City

AMPscript Functions

Functions come in all shapes and sizes!

Each function has its own set of properties and will require different inputs in a specific order.

Bookmarking the AMPscript Function Reference will be a lifesaver!

<https://developer.salesforce.com/docs/atlas.en-us.mc-programmatic-content.meta/mc-programmatic-content/functions.htm>

A Few Common Functions

V

Overview

This is your most basic function. It outputs the value of the variable you input.

Syntax

V(1)

1. Variable containing the value to return.

Example

```
%%[  
SET @FName = 'Brooks'  
]%%  
%%=v(@FName)=%%
```

Returns

Brooks

A Few Common Functions

ProperCase

Overview

Returns specified string with initial letter of each word capitalized.

Syntax

ProperCase(1)

1. String to return with initial capitalization

Example

```
%%[  
SET @FullName = 'brooks STRICKLIN'  
]%%  
%%=ProperCase(@FullName)=%%
```

Returns

Brooks Stricklin

A Few Common Functions

Lookup

Overview

Returns specified value from a data extension. You can specify multiple additional field and value pairs as part of an AND clause.

Syntax

Lookup(1,2,3,4)

1. Name of data extension from which to return the specified value
2. Name of column from which to return a value
3. Name of column used to identify row containing lookup value
4. Value to match string against

A Few Common Functions

Lookup

Example

```
%%=Lookup('PostalCode','City','PostalCode',  
94063)=%%
```

Returns

Redwood City

(This is the matching city to the provided
postal code value of 94063)

A Few Common Functions

Format

Overview

Formats the value according to the string you specify.

Syntax

`Format(1,2,3,4)`

1. Variable to format
2. A C# compatible format string
3. (Optional) Indicates data format of value. Valid values include Date and Number
4. (Optional) Culture code used to indicate the correct date format

A Few Common Functions

Format

Example 1

```
%%=Format(Now(),"MM/dd/yyyy")=%%
```

Returns

06/10/2020

Example 2

```
%%=Format(12345,"$#,#.00;-$#,#.00")=%%
```

Returns 2

\$12,345.00

Putting it all together!

1. Start with your code block to set your variables
2. Display your variables within the content
3. Test, test, test!

```
%%[
SET @SubKey = _subscriberkey
```

```
SET @Fname = FirstName
```

```
SET @Created = Lookup('Customers',
'CreateDate', 'SubscriberKey', @SubKey)
```

```
SET @Sender = "Your local account manager"
```

```
]%%
```

```
Hi %%=ProperCase(@Fname)=%%,
```

```
Thank you for being a valued customer with us
since %%= Format(@Created, 'YYYY') =%%!
```

```
Regards,
%%=v(@Sender)=%%
```


Conditional Logic

IF this THEN that...

Now that we have the basic building blocks, conditional logic can really let your AMPscript flourish.

IF Statements

IF statements allow you to evaluate a condition(s) and then do something if that condition is true.

Statements:

- IF – Declares the initial condition to check.
- THEN – Defines what happens when the condition is true.
- ELSEIF – Used if you have additional conditions to check.
- ELSE – Used for stating what should happen if no conditions are true.
- ENDIF – Closes the IF statement block.

Sample Use Case

Rugged Wares

Your premier outdoor apparel supplier nationwide!

Requirements:

1. Each store needs to send out consistent messaging.
2. All store information should be accurate for the customer's local store.
3. Need to highlight up to 3 products based on the highest discount. These should only be in stock items.

Q&A

Thank You

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