

## CASE STUDY - SFMC INTEGRATION & TRANSACTION EMAILS

### Challenge

Client was using a 3rd party ecommerce service provider to send all transactional communication using their out of the box email program which was not consistent with brand messaging and was not scalable. In parallel all shipping notices were deployed manually due to data structure and integration issues with the ecommerce system.

### Solution

- Connected endpoint APIs from the 3rd party system and shipping provider(s) to AWS and channelized data feed to Salesforce Marketing Cloud and Service Cloud.
- Leveraged Automation Studio and SQL to reconfigure the tracking codes to associated orders at a line item level.
- Custom X or Y shipping notifications deployed based on number of home bar units from the purchase API feed using complex AMPscript.
- Custom report to notify client on SLA breach with data sync and outage.

### Results

- **Seamless Data Integration:** Data sync between 3rd party systems, AWS, Service cloud and Marketing Cloud. Accuracy in data mapping.
- **Content Modules:** Dynamic content modules were created using AMPscript referencing target and linked data extensions.

### Key Deliverables From ASD



Data integration between 3rd party systems, AWS, Service and Marketing Cloud.



Extensive SQL and Automation Studio configuration that maps shipping tracking codes and URLs with orders.



Automated custom report to notify data feed issues, SLA breach and outstanding emails in the transactional queue.



Automated deployment of Order Acknowledgement, Confirmation, Shipping Notification and Payment Decline emails.