

## CASE STUDY - SFMC BACK IN STOCK NOTIFICATIONS

### Challenge

Client needed an automated method to notify users when certain items / SKUs are back in stock and are available purchase on the website.

### Solution

Developed a multi-tiered, automated Journey within SFMC to trigger dynamic notification emails based on SKU availability, Quantity, Region and Language utilising Einstein Product Catalog.

### Automated Journey

- Utilizes more than 6 unique messages for each language and regions
- Dynamic emails using AMPScript, utilizing images, links, and product description from the product catalog.
- Alerts customers when achieving Premier status and reward level
- Journeys branches created for each unique country, language

### SFMC Tactics

- Subscriber back-in-stock optin data synced to Sales cloud
- Salesforce new lead and campaign is created
- SFMC Automation to pickup SKU list and prepare final audience list for SFMC journey.

