

SESSION:

Three Interaction Studio Features Marketers Should Look Out For



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 Intermediate | Admin



Deboleena Bhattacharyya

Global Consulting Firm



Agenda

What's going on here?

Time	Agenda
10:30-10:50	Case Study and Problem Statement
	Use cases to solve the problem
	How IS can help solve the use cases – deep dive into three key features
10:50-10:55	Q&A





CASE STUDY

- Fictitious Basket is a retail company with online and offline presence. Since their launch in 2015, they have tremendously expanded their customer base.
- They use Salesforce Marketing Cloud for managing their email marketing. They also use Journey Builder to build nurture campaigns and Pardot to engage with distributors.
- To keep up with growing customer expectations and increase engagement with partners, they are looking to harness the power of RTIM using Interaction Studio with their existing ecosystem.
- The main challenge is keeping customers engaged across channels to ensure a connected and continuous conversation

Problem Statement

Delivering a consistent experience across touchpoints



Views product
in store



Browses through
the website



Downloads the mobile
app and uses voucher
code to get 10% off



Makes her
purchase



Talks to service
rep about PRQ

Use Cases



Personalized banner based on site behavior and back-end preferences



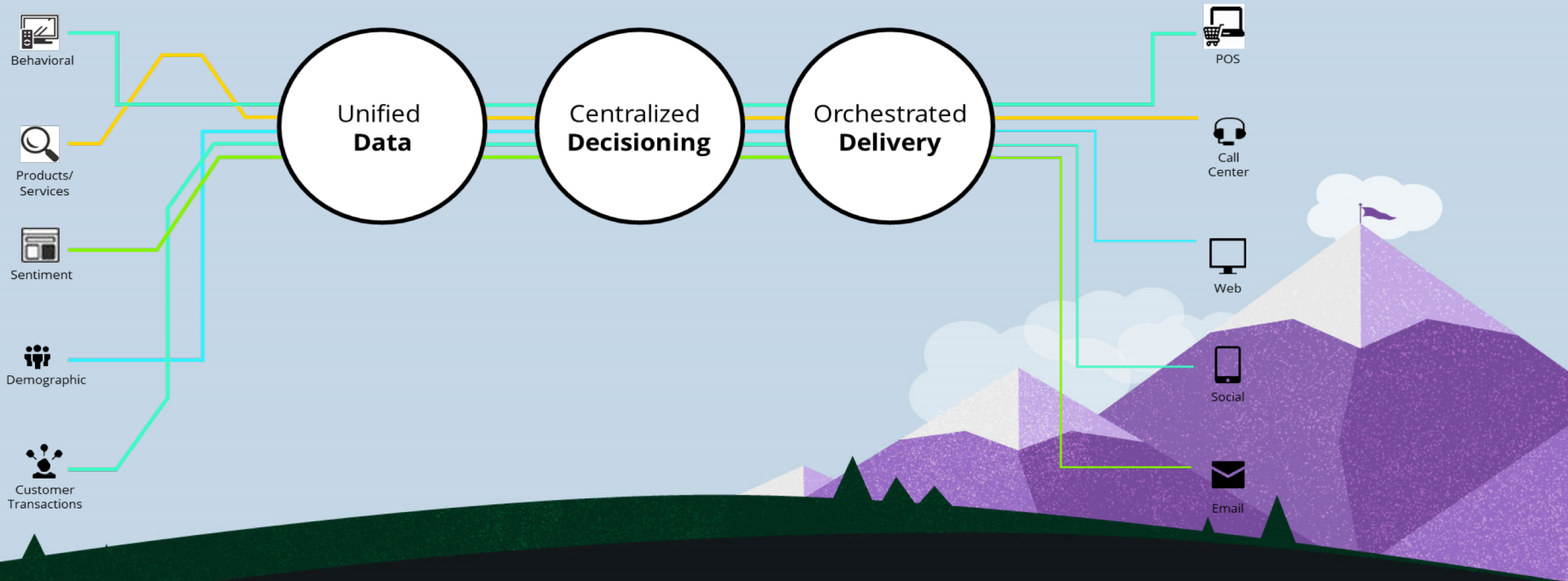
ML driven offers -
Personalized at open-time



Add a user to a journey when they sign up for loyalty program

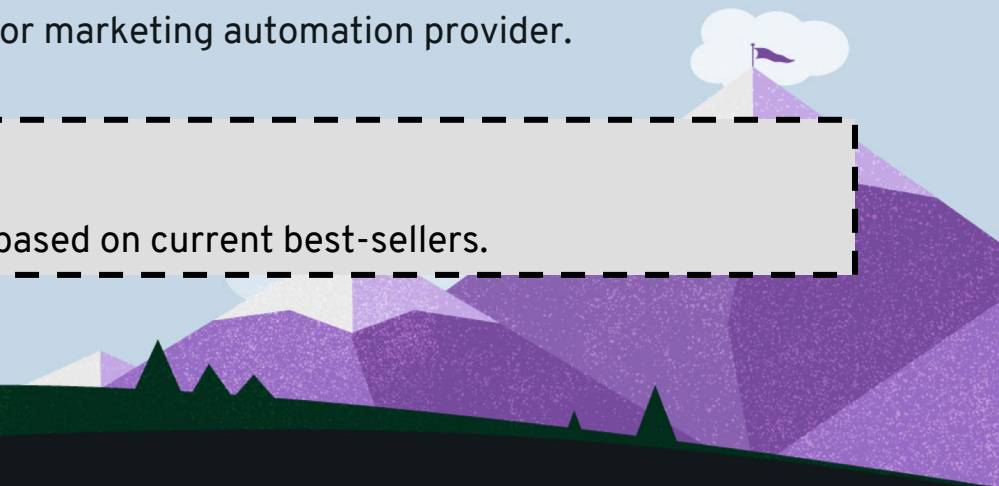
Interaction Studio

Using IS with existing Marketing system to solve use cases



Open-Time Email

- Deliver personalized content and product recommendations at the time an email is opened by the recipient.
- Rendered in true real time, utilizing the most current and up-to-date information of every user in your subscriber list.
- The solution is designed to work with any email or marketing automation provider.



Example

Recommend bestselling products/ content.

The products change dynamically at open time based on current best-sellers.

Journey Builder- Real time API

- Interaction Studio listens through web, mobile, API, and data feeds, constantly gathering data about visitors, then updates existing segments in real-time.
- Use these segments to add customers to Journey Builder within moments of the data changing.

Example

Visitors/existing customers who sign up for loyalty program receive an email from SFMC with a discount code.

Visitors showing interest in a specific category/subcategory on site receive an email.

Automation Studio—File Based Integration

- Use Automation Studio to import or export segments between IS and SFMC.
- Export segments from IS to SFMC/Pardot using IS SFTP—one time or nightly. Use Automation Studio to import data into SFMC DE.
- Import data into IS—Marketing Cloud data extensions (DE) are extracted using Interaction Studio SFTP as destination in Automation Studio.

Example

Synchronize an IS segment to Marketing Cloud.

Run personalized campaigns in IS based on user preferences collected from SFMC cloud page.

Implementing All Of This Stuff

You're gonna need more coffee

Interaction Studio Knowledge Base

Get updates on what's been released in Interaction Studio.

Interaction Studio Classic Customer? View Interaction Studio Classic documentation.



Get Started

- Navigate Interaction Studio
- Glossary



Manage Users

- Grant Access to Salesforce Employees
- Grant Permissions in Marketing Cloud
- Add, Edit, and Delete Users and Roles
- Manage SFTP Users



Integrations

- Web SDK
- ETL Overview
- Integrations with Salesforce
- Integrations with Third Party Applications
- Mobile SDK



Catalog

- Catalog Setup
- Promotions
- Create a Static List
- Configure Static Relationships

Like, a lot more...

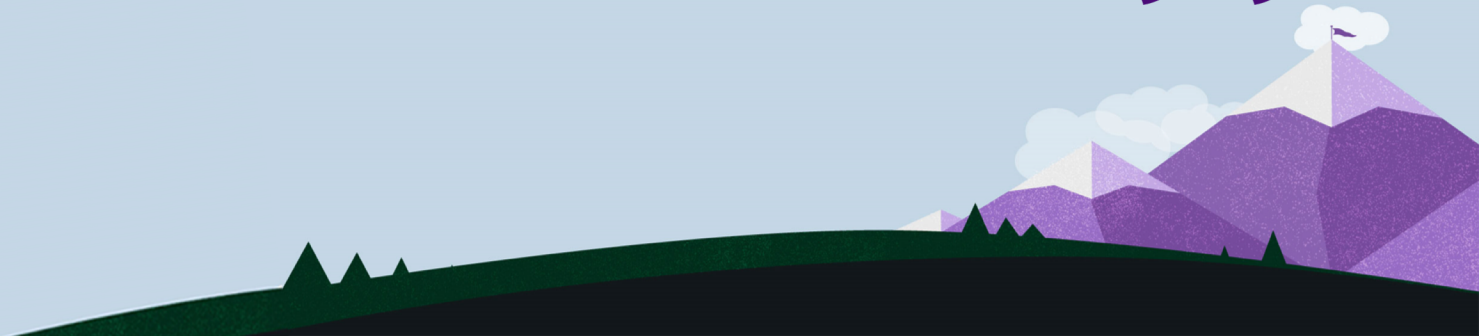
- Learn [more](#) about IS
- Open Time email [use cases](#)
- Journey Builder [use cases](#)
- [Integrate](#) data with Pardot/ SFMC

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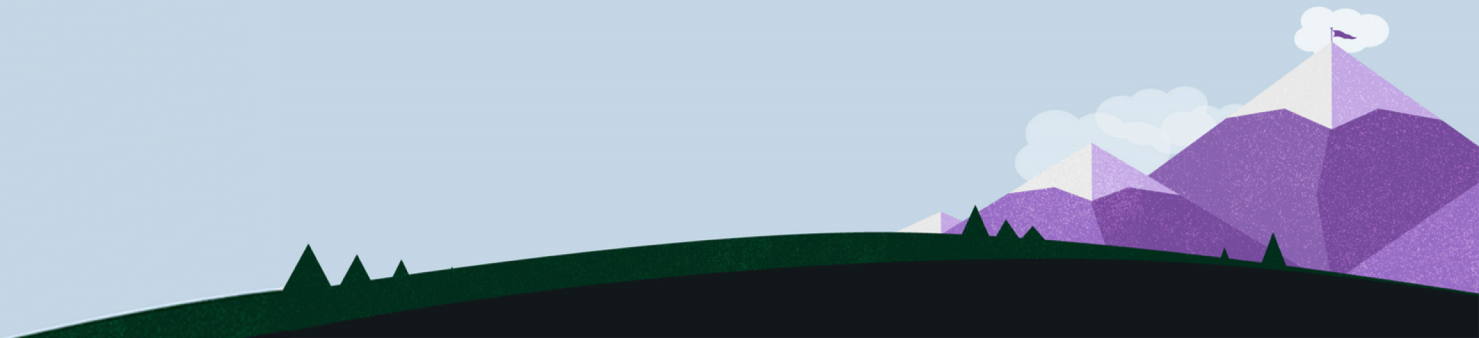
Live as if you were to die tomorrow. Learn as if you were to live forever.

-Mahatma Gandhi

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Thanks for listening—Time for Q&A!



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