



ALICE IN PREFERENCE LAND



WITH AARON BEATTY AND STEPHEN ROPER

Aaron Beatty

Director of Digital Engagement
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MAR DREAMIN'
by SERCANTE

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Special Thanks To Our Sponsors



Title

SERCANTE



Platinum

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Gold

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STACK MOXIE

THE SPOT
FOR PARDOT by SERCANTE

Silver

 MarketingOps

 Goldcast

THE SPOT
FOR PARDOT JOBS

 GREENKEY

FIONTA

Once Upon a Time...

- Deceiving Simplicity
- Set the Stage
- Best Practices
- To Avoid
- Options
- Demo in Marketing Cloud



**“Isn’t it
just a page
with some
checkboxes on it?”**

- Your Boss



“No.”

**Shakespeare,
Comedy of Errors
1599/2022, 1.1.5**

System/s of record

Making changes



Context detection

**One, Two, Three
Click Unsubscribes**

**Multiple business
units**

**How many preferences can
we put on there?**

**Profile, preference,
subscription**

Dynamic content

Set the Stage



Review the
Scope



Best
Practices

To Avoid

PARDOT PEAK 7.1

CONVERSION CANYON 2.6

REVENUE RIVER 3.9

How much Wistia do you want in your life?

Pick and choose below what you would like to receive from us.

SELECT:

☐ ALL

☐ NONE



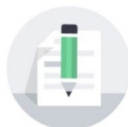
☐ **Featured Content** ABOUT 2/MONTH

Tips about video,
marketing, and everything in between



☐ **Product Launch** ABOUT 6/YEAR

Announcing major features
or changes to the Wistia app



☐ **Blog Digest** ABOUT 1/MONTH

Monthly collection of our
favorite blog content from the past 30
days



☐ **Events** ABOUT 3/YEAR

Announcing new and
upcoming events hosted by Wistia



☐ **Community Digest** ABOUT 1/WEEK

Weekly recap of interesting
posts, as well as a look at upcoming
AMAs

SELECT:

ALL

NONE



Content

ABOUT 2/MONTH

o,

marketing, and everything in between

Spotify Updates

EMAIL

PUSH

Product News

Getting started, new features and the latest product updates on Spotify



Spotify News and Offers

News, promos and events for you



Your Music

Recommended Music

Music we find that we think you'll like



New Music

Fresh tracks from artists you follow and more



Playlist Updates

A playlist you follow is updated



Concert Notifications

Updates about virtual and live shows by artists you like, online or in places near you



Artist Updates

Hear about artists you listen to and artists we think you'll like



You've been invited!



Smiles Davis,

Are you aware there are over **15,000 jobs invites per day** on Remote? Jobs invites account for nearly 50% of all hires on Remote.

People are invited to apply for jobs when their skills and background match the job requirements. Applying to the job is Free and you can earn significantly higher pay.

The only requirement to be considered in Job Invites is to have an **80% complete** profile.



Complete your profile

Update your preferences

Email Address

First Name

Last Name

Untitled

- ☐ First Choice
- ☐ Second Choice
- ☐ Third Choice

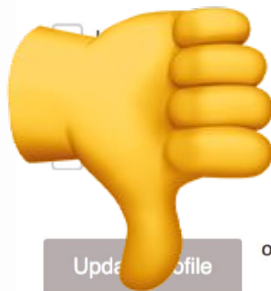
Untitled

Last Name

Birthday

Birthday

HR



Update profile

or [Unsubscribe](#)




Opt-Out Preferences

You can choose to opt out of any of the following types of email communications we send.



Opt Out of All Emails

EMAIL TYPE		OPT OUT
Send advice email		<input checked="" type="checkbox"/> NO <input type="checkbox"/> YES
Idea is to help you better manage your money.		
Weekly summary email		<input checked="" type="checkbox"/> NO <input type="checkbox"/> YES
Providing you with a snapshot of your previous week's finances.		
Transaction Alerts		<input checked="" type="checkbox"/> NO <input type="checkbox"/> YES

MC: Out of the Box



Profile Center
[Subscription Center](#)

[Help](#)

Profile Center

Welcome to your subscriber profile page. You may use this page at any time to change or update the information you have provided us.

On This Page

- ↓ [My Personal Information](#)
- ↓ [My Preferences](#)
- ↓ [Unsubscribe From All](#)

My Personal Information

Add or edit your personal information here. Once you have made changes to your information, click the **Update** button.

* Indicates a required field

Email Address: *

[↑ Top of Page](#)

My Preferences

Indicate your email preferences here. Once you have made changes to your information, click the **Update** button.

☒ **HTML Emails**
When possible, send e-mail newsletters as HTML instead of plain text. Note: Users of AOL 6.0 and earlier may experience issues with viewing HTML e-mail messages.

[↑ Top of Page](#)

Unsubscribe From All

If you wish to unsubscribe from ALL publications from Aaron Beatty Demo Org, check the box and click the update button below.

☐ I no longer wish to receive any future publications.

[↑ Top of Page](#)

AppExchange



My Subscriptions

General



Hiking Tips **EMAIL**

A curated guide of hiking trails in your local area.



Local Rock Climbing Groups **EMAIL**

Stay up to date about local rock climbing activities & groups



Eagan Group ✕

Product Promotion **EMAIL**

A personalized selection of our products we know you'll love!



[Forget Me](#)

[Unsubscribe All](#)

Third Party



Help us grow our relationship

Let us know which emails you want to receive updates about and we'll take care of it.

List Options:

- ☐ Things we think you'll like
- ☐ Product updates & highlights
- ☐ Discounts sales & special offers
- ☒ Unsubscribe from all

Update My Preferences



You'll always receive email notifications about your purchases.

Cloud Pages (MC)



EMAIL SUBSCRIPTION CENTER

We're committed to honoring your email preferences to best serve you. Please select from the subject matter areas that interest you and our newsletter offerings. You may change your preferences at any time.

I am interested in the following subject areas:

- | | |
|---------------------------------------------------------|------------------------------------------------|
| <input type="checkbox"/> ARTS AND CULTURE | <input type="checkbox"/> EDUCATION |
| <input type="checkbox"/> NEWS AND PUBLIC AFFAIRS | <input type="checkbox"/> SOCIAL JUSTICE |
| <input type="checkbox"/> ENVIRONMENT | <input type="checkbox"/> EVENTS |
-

I am interested in the following newsletters:

- | | |
|--------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> THIRTEENWEEK
A weekly overview of programming and special station events. | <input type="checkbox"/> NEWS THIRTEEN
A weekly notice of news and current affairs programming about our community, the nation and world. |
| <input type="checkbox"/> ARTSTHIRTEEN
Weekly recommendations of our arts and culture programming. | <input type="checkbox"/> THIRTEEN ANYWHERE
Our top recommendations of streaming episodes, films and series, sent every two weeks. |
| <input type="checkbox"/> REEL13
A weekly showcase of our Saturday Night Double Feature films. | |

To Consider:



- Make your page “context aware”
- Personally Identifiable Information
- iFrame/AJAX or direct to CloudPage
- Hard-coded vs. Dynamically Loaded
- Updating Marketing Cloud vs. Salesforce CRM



Demo



Q&A



ALICE IN PREFERENCE LAND

WITH AARON BEATTY AND STEPHEN ROPER





Thank you!

We appreciate your attendance at this session. If you have any questions please reach out to us via Goldcast or use the information below. We hope you enjoy the rest of the conference!

Aaron Beatty

ajbeatty@attainpartners.com

Stephen Roper

ssroper@attainpartners.com



Appendix

CloudPagesURL()



```
%%[ /* Retrieve SFMC CloudPage URL String */ set @preferenceCenterString =  
    CloudPagesURL(1702) /* Remove 'qs' parameter from Preference Center String and  
create Preference Center URL */ if indexOf(@preferenceCenterString, "qs=") > 0 then  
    set @qsSubstring = Substring(@preferenceCenterString, indexOf(  
        @preferenceCenterString, "qs=")) /* Use the @preferenceCenterURL variable as the  
Preference Center link */ set @preferenceCenterURL = CONCAT("https://www.example.com/  
email-preferences?",@qsSubstring) endif ]%%
```

SAMPLE INIT BLOCK



```
1  %%[
2
3  /* get job and subscriber info from click */
4  set @subscriberkey = _subscriberkey
5  set @email = emailaddr
6  set @jobid = jobid
7  set @batchid = _JobSubscriberBatchID
8  set @listid = listid
9  set @emailName = emailname_
10
11 ]%%
```


DYNAMIC PREFERENCE PULL



```
<h3>I am interested in the following newsletters:</h3><br/>
```

```
%%[
```

```
/* We are looking up the Subscription names, descriptions, and values from the  
Publications DE */
```

```
set @PublicationRS = lookuporderedrows(@PublicationDE, 0, 'position asc',  
    'Display', 1)  
if rowcount(@PublicationRS) >= 1 then  
    /* display subscriptions */  
    for @i = 1 to rowcount(@PublicationRS) do  
        set @subscriptionName = field(row(@PublicationRS, @i), 'SubscriptionName')  
        set @subscriptionDisplayName = field(row(@PublicationRS, @i), 'DisplayName')  
        set @subscriptionDescription = field(row(@PublicationRS, @i), 'Description')  
        set @subscriptionListID = field(row(@PublicationRS, @i), 'ListID')  
        set @subscriptionValue = lookup(@PreferenceDE, @subscriptionName,  
            'SubscriberKey', @subscriberkey)
```

DYNAMIC PREFERENCE HTML



```
/* This section of code creates the actual HTML to display each Subscription,
and if it should be checked. The loop cycles through all rows in order of the
position in the DE. */

]%%

<label for="%%=v(@subscriptionName)=%%"><input type="checkbox" name="
%%=v(@subscriptionName)=%%" %%[if @subscriptionValue == true
then]%%checked%%[endif]%%> %%=Uppercase(@subscriptionDisplayName)=%%%%[if NOT
EMPTY(@subscriptionDescription) then]%% - %%[endif]%%<span style="
font-size:75%; ">%%=v(@subscriptionDescription)=%%</span></label><br>
%%[else /* Hide Fundraising Checkbox */]%%
<label for="%%=v(@subscriptionName)=%%" hidden><input type="checkbox" name="
%%=v(@subscriptionName)=%%" %%[if @subscriptionValue == true
then]%%checked%%[endif]%%> %%=Uppercase(@subscriptionDisplayName)=%%%%[if NOT
EMPTY(@subscriptionDescription) then]%% - %%[endif]%%<span style="font-size:
75%; ">%%=v(@subscriptionDescription)=%%</span></label>
%%[endif]
next @i

endif
```


AUTO-UNCHECK FOR UNSUBS



```
%%[

/* This section of code is the check or uncheck jQuery mentioned above, but
since SFMC strips out Javascript, we're having to obfuscate the nature of this
code by using Concat to piecemeal the script nomenclature. */

set @scriptBeg = Concat('<', "script runat=' ' type='text/javascript'", '>')
set @scriptEnd = Concat('</', 'script', '>') ]%%
%%=v(@scriptBeg)=%%
$('.subs').on('change', function() {
    var $this = $(this);
    if ($this.prop('checked')) {
        if ($this.is('.unsubs')) {
            $this.siblings().prop('checked', false);
        } else {
            $this.siblings('.unsubs').prop('checked', false);
        }
    }
});
%%=v(@scriptEnd)=%%
```