Learn. Network. Grow.

# ParDreamin' 2022

# How To Audit Subscriber Activity For Marketing Cloud Journey Builder

**Austin Kirby**

Marketing Cloud COE Lead, Media Monks

**Claudia Hoops**

Marketing Automation Manager, Media Monks

# Austin Kirby

Marketing Cloud COE Lead, Media Monks

# Claudia Hoops

Marketing Automation Manager, Media Monks

# Special Thanks To Or Sponsors

Title

Platinum

Gold

Silver

# Agenda

1. **Introductions**

2. **The Challenge** - How do you find where prospects have gone in a journey, especially when the journey is 30 days old?

3. **The Solution** - Create a Journey log DE showcasing email send & click activity as well as updating steps as updated attributes in your DE

4. **Solution & Query Slide Overview**

5. **Additional Reporting**

# The Challenge

Journey Builder Activity history only goes back 30 days.

How do you easily find where a subscriber is or has been in a journey? How do you understand email send and click activity as well as which decision splits a subscriber did go down when the subscriber entered the journey 30 days ago or longer?

Date Range

Last 30 Days ▼  ⓘ

Last 12 Hours

Last 24 Hours

Last 7 Days

✓ Last 30 Days

Custom
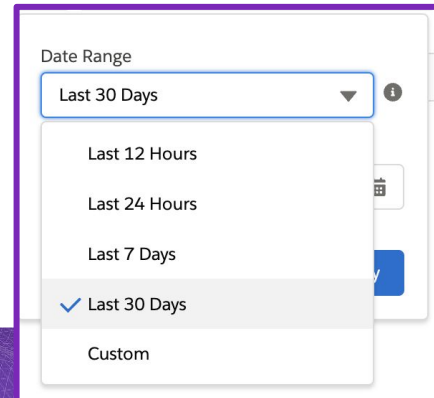
# The Solution

## Querying Data Views

Salesforce Marketing Cloud has a list of Data Views that can be queried to build Data Extensions of records that have entered Journeys in Journey Builder.

The query we will be showing combines _Sent, _Subscribers, _Click, _Journey Activity and _Journey data views.

**Note:** Data Views only contain activity from the past 6 months

You can find a list of Data Views available here:

https://help.salesforce.com/s/articleView?id=sf.mc_as_data_views.htm&type=5

# … in detail

**MAR DREAMIN'**
by SERCANTE

## Out of the box limitations...

- **Journey Activity** only goes back 30 days
- To see 30 days of activity within the journey you have to click through to each activity/step individually (clunky)
- **Journey History** doesn't show clicks. It does show decision split activity but does not detail which pathway a contact has gone down
- **Email Studio** reports on sent and click activity per email. However, you have to go into each email to see a subscriber's overall activity
- **All subscribers** list shows all subscriber activity history, not just for one journey alone

## What you **CAN** see with the solution...

- **Beyond 30 days** of journey activity (including email send, click and journey pathway activity) for all subscribers that enter a journey in one location (one Data Extension)
- Journey activity consolidated in one location, ready to be transferred to your **BI tool** for a visual representation of your journey performance

# The Solution

Query Email Send Activity

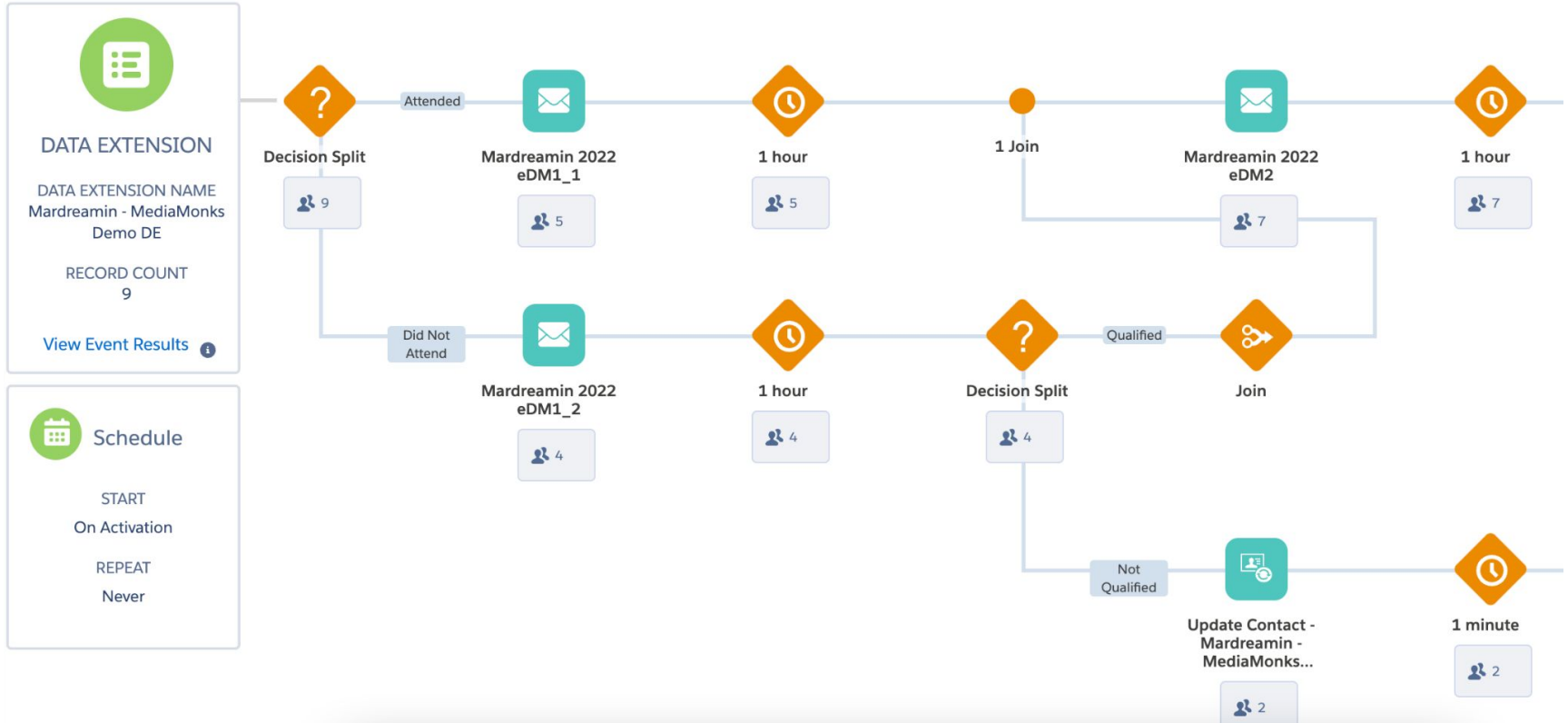Add Click Activity

Add Non - Sending Activity

PARDOT PEAK  7.1

CONVERSION CANYON  2.6

REVENUE RIVER  3.9

# Email Send Activity

# Overview of Our Campaign

# Querying Email Send Activity

**SELECT**
s.SubscriberKey,
sub.EmailAddress,
Max(Case when ja.[ActivityName] = '**Mardreamin 2022 eDM1_1**' then 'True' else 'False' end) as [Email 1-1 Sent],
Max(Case when ja.[ActivityName] = '**Mardreamin 2022 eDM1_2**' then 'True' else 'False' end) as [Email 1-2 Sent],
Max(Case when ja.[ActivityName] = '**Mardreamin 2022 eDM2**' then 'True' else 'False' end) as [Email 2 Sent],
Max(Case when ja.[ActivityName] = '**Mardreamin 2022 eDM3**' then 'True' else 'False' end) as [Email 3 Sent],
Max(s.EventDate) as [Last Email Send Date]
**FROM [_Sent]** s
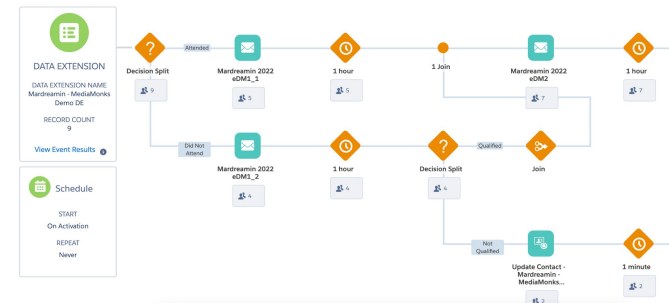**LEFT JOIN _Subscribers** sub on s.Subscriberkey=sub.Subscriberkey
**JOIN [_JourneyActivity]** ja on s.TriggererSendDefinitionObjectID = ja.JourneyActivityObjectID
**JOIN [_Journey]** j on ja.VersionID = j.VersionID
**WHERE** j.JourneyName = '**Mardreamin - Media.Monks Journey Demo v5**'
**AND** j.VersionNumber = '**1**'
**Group By** s.SubscriberKey, sub.EmailAddress

# Data Extension Email Send Results

| SubscriberKey | EmailAddress | email 1-1 sent | email 1-2 sent | email 2 sent | email 3 sent | last email send date |
|---|---|---|---|---|---|---|
| 999099 | austin.kirby+990@mediamonks.com | False | True | False | False | Oct 16 2022 10:06PM |
| 999199 | austin.kirby+991@mediamonks.com | False | True | False | False | Oct 16 2022 10:06PM |
| 999299 | austin.kirby+992@mediamonks.com | False | True | True | True | Oct 17 2022 12:07AM |
| 999399 | austin.kirby+993@mediamonks.com | False | True | True | True | Oct 17 2022 12:07AM |
| 999499 | austin.kirby+994@mediamonks.com | True | False | True | True | Oct 17 2022 12:07AM |
| 999599 | austin.kirby+995@mediamonks.com | True | False | True | True | Oct 17 2022 12:07AM |
| 999699 | austin.kirby+996@mediamonks.com | True | False | True | True | Oct 17 2022 12:07AM |
| 999799 | austin.kirby+997@mediamonks.com | True | False | True | True | Oct 17 2022 12:07AM |
| 999899 | austin.kirby+998@mediamonks.com | True | False | True | True | Oct 17 2022 12:07AM |

# Include Click Activity

# Update Tracking Alias in Emails

# Adding the _Click Data View

**SELECT**
s.SubscriberKey,
sub.EmailAddress,
Max(Case when ja.[ActivityName] = '**Mardreamin 2022 eDM1_1**' then 'True' else 'False' end) as [Email 1-1 Sent],
Max (Case when c.LinkName = '**eDM1_1_View_Recording**' then 'True' else 'False' end) as [Email 1-1 Clicked],
Max(Case when ja.[ActivityName] = '**Mardreamin 2022 eDM1_2**' then 'True' else 'False' end) as [Email 1-2 Sent],
Max (Case when c.LinkName = '**eDM1_2_View_Recording**' then 'True' else 'False' end) as [Email 1-2 Clicked],
Max(Case when ja.[ActivityName] = '**Mardreamin 2022 eDM2**' then 'True' else 'False' end) as [Email 2 Sent],
Max (Case when c.LinkName = '**eDM2_Resources**' then 'True' else 'False' end) as [Email 2 Clicked],
Max(Case when ja.[ActivityName] = '**Mardreamin 2022 eDM3**' then 'True' else 'False' end) as [Email 3 Sent],
Max (Case when c.LinkName = '**eDM3_Services**' then 'True' else 'False' end) as [Email 3 Clicked],
Max(s.EventDate) as [Last Email Send Date]
**FROM [_Sent]** s
**LEFT JOIN _Subscribers** sub on s.Subscriberkey=sub.Subscriberkey
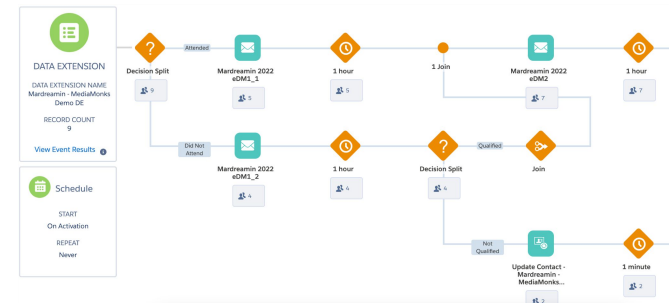**LEFT JOIN _Click** c on s.Subscriberkey=c.Subscriberkey AND s.JobId=c.JobId
**JOIN [_JourneyActivity]** ja on s.TriggererSendDefinitionObjectID = ja.JourneyActivityObjectID
**JOIN [_Journey]** j on ja.VersionID = j.VersionID
**WHERE** j.JourneyName = '**Mardreamin - Media.Monks Journey Demo v5**'
**AND** j.VersionNumber = '**1**'
**Group By** s.SubscriberKey, sub.EmailAddress

# Data Extension Email Click Results

| | SubscriberKey | EmailAddress | Last Email Send Date | Email 1-1 Sent | Email 1-1 Clicked | Email 1-2 Sent | Email 1-2 Clicked | Email 2 Sent | Email 2 Clicked |
|---|---|---|---|---|---|---|---|---|---|
| ☐ | 999099 | austin.kirby+990@mediamonks.com | 10/16/2022 10:06:40 PM | False | False | True | True | False | False |
| ☐ | 999199 | austin.kirby+991@mediamonks.com | 10/16/2022 10:06:40 PM | False | False | True | False | False | False |
| ☐ | 999299 | austin.kirby+992@mediamonks.com | 10/16/2022 10:06:40 PM | False | False | True | False | False | False |
| ☐ | 999399 | austin.kirby+993@mediamonks.com | 10/16/2022 10:06:40 PM | False | False | True | True | False | False |
| ☐ | 999499 | austin.kirby+994@mediamonks.com | 10/16/2022 10:06:40 PM | True | True | False | False | False | False |
| ☐ | 999599 | austin.kirby+995@mediamonks.com | 10/16/2022 10:06:40 PM | True | True | False | False | False | False |
| ☐ | 999699 | austin.kirby+996@mediamonks.com | 10/16/2022 10:06:40 PM | True | False | False | False | False | False |

SubscriberKey ▾ | Search 🔍 | ? | Import | Export | Edit Record | Clear Record

# Include Non-Email Send Activity

# Add Journey Builder Activity
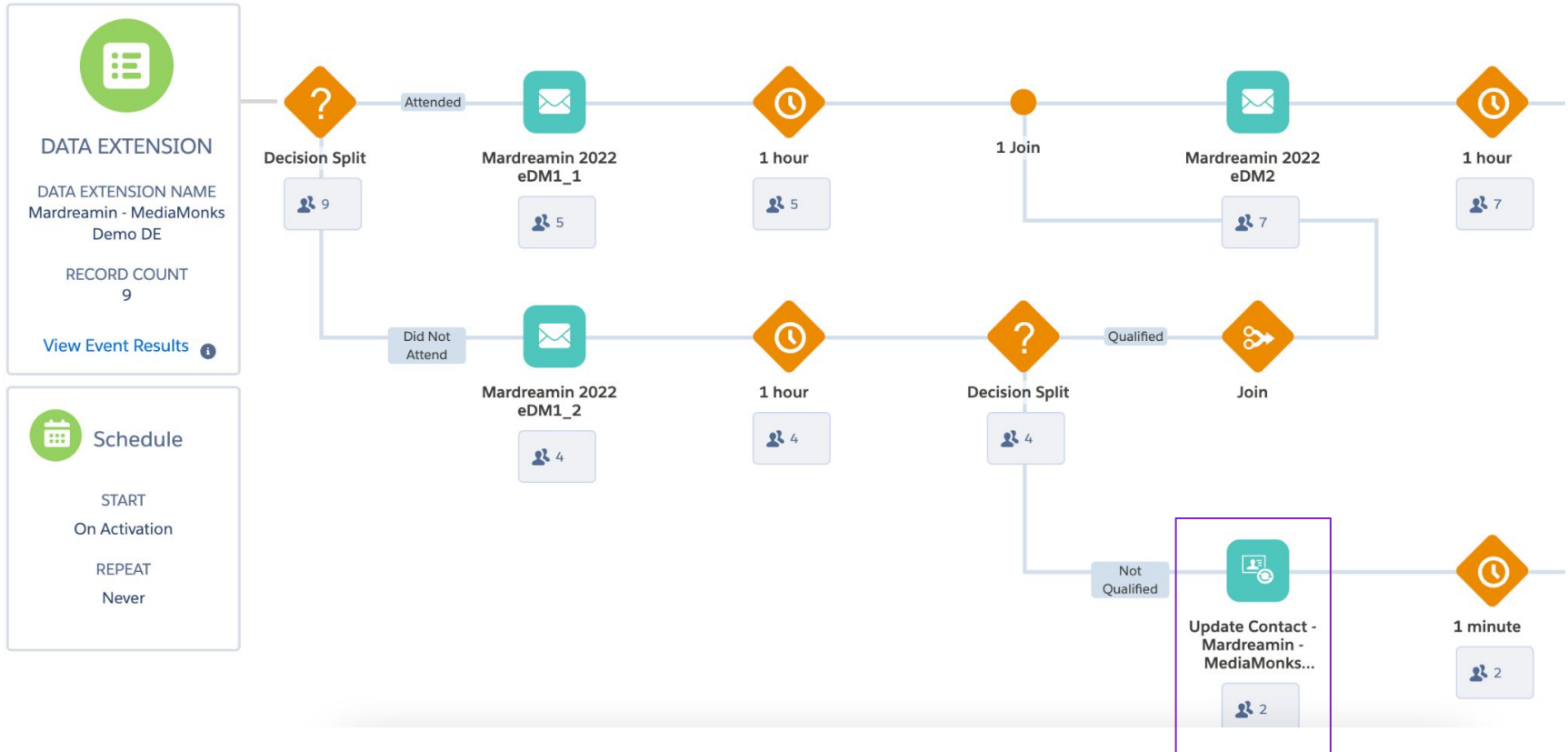
# Data Extension Pathway Results



| | SubscriberKey | EmailAddress | Last Email Send Date | Email 1-1 Sent | Email 1-1 Clicked | Email 1-2 Sent | Email 1-2 Clicked | Email 2 Sent | Email 2 Clicked | Email 3 Sent | Email 3 Clicked | Unqualified Exit Pathway |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ☐ | 999099 | austin.kirby+990@mediamonks.com | 10/16/2022 10:06:40 PM | False | False | True | True | False | False | False | False | True |
| ☐ | 999199 | austin.kirby+991@mediamonks.com | 10/16/2022 10:06:40 PM | False | False | True | False | False | False | False | False | True |
| ☐ | 999299 | austin.kirby+992@mediamonks.com | 10/16/2022 10:06:40 PM | False | False | True | False | False | False | False | False | |
| ☐ | 999399 | austin.kirby+993@mediamonks.com | 10/16/2022 10:06:40 PM | False | False | True | True | False | False | False | False | |
| ☐ | 999499 | austin.kirby+994@mediamonks.com | 10/16/2022 10:06:40 PM | True | True | False | False | False | False | False | False | |
| ☐ | 999599 | austin.kirby+995@mediamonks.com | 10/16/2022 10:06:40 PM | True | True | False | False | False | False | False | False | |
| ☐ | 999699 | austin.kirby+996@mediamonks.com | 10/16/2022 10:06:40 PM | True | False | False | False | False | False | False | False | |

SubscriberKey ▾ | Search 🔍 | ? | Import | Export | Edit Record | Clear Record | Clear Records | + Add Record

# Mardreamin' Journey Report

Select date range ▼

| Email 1-1 Sent - True | Email 1-1 Clicked - True | Email 1-2 Sent - True | Email 1-2 Clicked - True | Email 2 Sent Num | Email 2 Clicked Num | Email 3 Sent - True | Email 3 Clicked - True |
|---|---|---|---|---|---|---|---|
| 5 | 2 | 4 | 2 | 0 | 0 | 0 | 0 |

| Email 1-1 Clicks | 2 |
| Email 1-2 Clicks | 2 |
| Email 2 Clicks | 0 |
| Email 3 Clicks | 0 |

| Unqualified Exit Pathway True | Average Number of Clicks |
|---|---|
| 2 | 0.44 |

| | SubscriberKey | Emails Clicked ▼ |
|---|---|---|
| 1. | 999599 | 1 |
| 2. | 999499 | 1 |
| 3. | 999099 | 1 |
| 4. | 999399 | 1 |
| 5. | 999699 | 0 |
| 6. | 999299 | 0 |
| 7. | 999899 | 0 |
| 8. | 999799 | 0 |
| 9. | 999199 | 0 |

1 - 9 / 9  ‹ ›

# Value Proposition

Et voilà...

We have just created a DE to log our journey activity so we can refer back and check where our records are at within a journey.

If any records are not reaching the required pathway, we can check the logging DE to identify where they may have veered off the path.

# 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!

**Austin Kirby**
austin.kirby@mediamonks.com

**Claudia Hoops**
claudia.hoops@mediamonks.com

# Welcome Speakers!

The MarDreamin' Team would like to thank you for your participation in this incredible event. It is because of you that we are able to provide a global community of Marketers with the best tips and tricks in the world of Salesforce and marketing automation.

Sharing our knowledge is one of the key goals for this event. We understand that by doing so we are growing the community which ultimately means growing the "pie" - and that means more opportunities for everyone. Whether you're joining us from California, Spain or even Australia we welcome you to this event and hope you share our enthusiasm.

Again, thank you for your time and for sharing your gift with others.

**You're all incredible trailblazers!**

If you have any questions please don't hesitate to reach out to us.

# Branding

## FONTS
Please stick to the following fonts when designing your presentation

**Open Sans**
This font is used in the body and subtitles. For body text select 14px (or as close as possible - adjust as needed); for subtitles select 18px; normal font-weight

**Overpass**
This font is used for headers. For slide headers select 30px; bold font-weight

**Arial**
This font can be used to substitute either font should they not be available to the presenter(s)
Please follow attributes listed above

## COLORS
Please stick to the following colors when designing your presentation

HEX Color Codes (*As Displayed in Google Sheets*)

**Dark Purple** - #4AOA77FF

**Violet Purple** - #7A27B7FF

**Teal** - #5AC8CFFF

**Black** - #000000
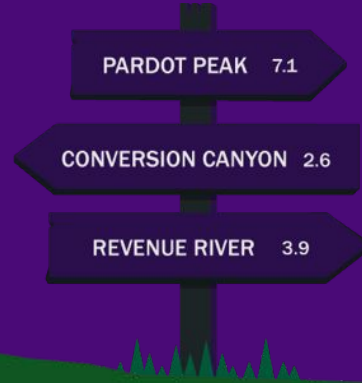
**Charcoal** - #12171A

**White** - #FFFFFF

# Branding

## Assets

Please use the following assets as you see fit through your presentation.

Learn. Network. Grow.

# ⋔ ParDreamin' 2022

# Session Title

## Speaker Full Name

Title, Company

Right click on each image to replace it with your ideal image

**Title**
- - - - - -
Optional description

**Title**
- - - - - -
Optional description

**Title**
- - - - - -
Optional description