



5 Next-Level Ampscript Tips



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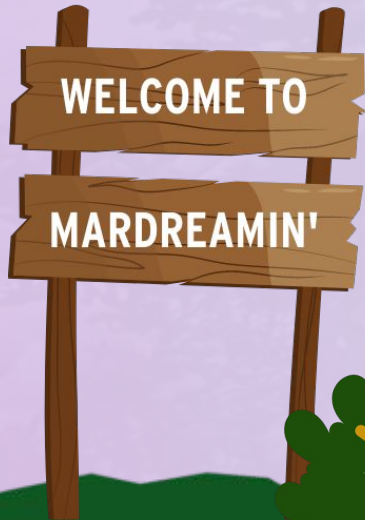
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Agenda

- 5 Tips & Use Case
- Build #1 - In Platform
- Build #2 - In Platform
- Recap/Resources



Five Next Level Tips



#1: Focus on the Basics

- Code Snippet ampscript code block
- Variable-ize your data points

#2: Leverage resources

- ampscript guide, stack exchange, trailblazer groups

#3: Own your code

- Break down the code to visualize
- Output each step

#4: Champion the big three

- Lookups, IF THEN and For loops

#5: Push the limits if logical

**Over A Dozen
Functions
Featured!**



Use Case



Northern Trail Outfitters has recently launched their loyalty program and want to begin communicating with their new members. They want to develop a personalized and engaging email stream with their members.

Build #1: Best Practices Personalization

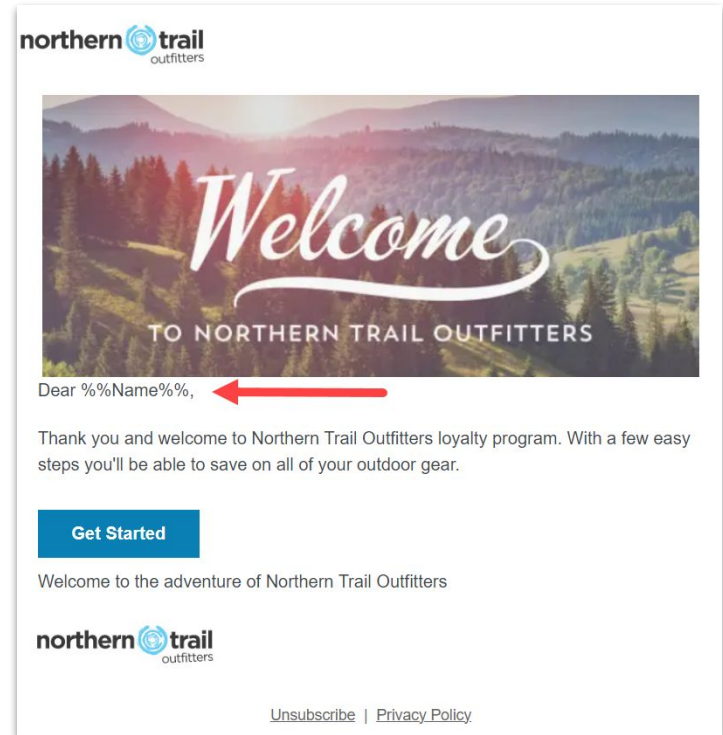
Build #2: 1-to-1 Custom Personalization - Loyalty steps



Build #1: Best Practices Personalization



- Personalization strings vs variables
- Code Snippets
- Best practices on greeting personalization
- Basic lookup to solve for incomplete data
- Format greeting for consistency



Build #1: Core functions



Functions	Description	Example
Attributevalue	Returns the value of the attribute. Best Practices Tip: Avoids errors in your code, converting empty, null and "" to all be empty fields	<pre>8 SET @Greeting = attributevalue("Name")</pre>
V	Outputs the value of the variable. Best Practices Tip: Very useful for outputting variables as you are validating code.	<pre>Dear %%=v(@greeting)=%%,</pre>
EMPTY NOT EMPTY	Returns true if the value is the empty string or null.	<pre>21 IF EMPTY(@Greeting) THEN 22 SET @Greeting = @FullName 23 ENDIF</pre>



Build #1: Additional functions



Functions	Description	Example
ProperCase	Initial caps the variable	<code>%%=ProperCase(@Greeting)=%%</code>
Substring Subtract	Pulls out a portion of a variable like first name	<code>SET @Greeting = Substring(@Greeting,1,Subtract(IndexOf(@Greeting,' '),1))</code>
IndexOf	Returns the position of a value in a string	<code>IF Indexof(@Greeting, ' ') > 0 THEN</code>



Build #2: 1-to-1 Personalization



- LookupRows and For Loops
- Use Concat to create custom output variable
- IF/THEN Inline

northern trail
outfitters



Dear Kristen,

Thank you and welcome to Northern Trail Outfitters loyalty program. With a few easy steps you'll be able to save on all of your outdoor gear.

Steps for Saturday, October 28:

Refer a friend Bonus Month: June

Sign up for our loyalty program Bonus Month: July

Refer a friend Bonus Month: September

Add Warranty coverage Bonus Month: October

[Get Started](#)

Welcome to the adventure of Northern Trail Outfitters



Warranty Excellence

Extend your product lifetime with our comprehensive warranty coverage

[Best Warranty](#)

Build #2: Lookup functions



Function	Description	Example
Lookup	Returns specified value from a data extension. Use when only need a single value from the Data extension.	Field 1: Source DE Field 2: The column/value you want back Field 3: The column that you want to match your data point to Field 4: Your matching datapoint <pre>SET @Greeting = Lookup("Universal_File", "Fullname", "SubscriberKey", @SubscriberKey)</pre>
LookupRows	Returns a rowset(a list of rows) from a DE where the field matches a specified value. Use when needing multiple variables from a source DE. Can be used with or without For loops.	Field 1: Source DE Field 2: The column that you want to match your data point to Field 3: Your matching datapoint <pre>15 SET @WelcomeSteps = LookupRows("WelcomeSteps","Customer", @CustomerKey)</pre>
LookupOrderedRows	Returns a specified number of rows. Use when needing to filter through the data rows in a particular order (ascending or descending)	<pre>27 SET @WelcomeStepsOrdered = LookupOrderedRows("WelcomeSteps",0,"Date ASC", "Customer", @CustomerKey)</pre>



Build #2: For Loop Functions



Function	Description	Example
Row	Returns specified row from specified rowset or array	Field 1: Source DE Field 2: The column/value you want back
RowCount	Returns number of rows in specified rowset or array	
Field	Returns the specified field in the specified row or property value from an API object.	
Concat	Concatenates the strings specified in the arguments (String Functions)	



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Resources



Resources

- The Ampscript Guide: <https://ampscript.guide/>
- Mateusz Dabrowski: <https://mateuszdabrowski.pl/>
- How to SFMC Slack Channel: <https://www.howtosfmc.com/>
- Phoenix SFMC Group:
<https://trailblazercommunitygroups.com/salesforce-marketer-group-marketing-cloud-phoenix-united-states/>
- Handsonsfmc: <https://handsonsfmc.com/>
- Marketing Cloud Trailblazer Community Group:
<https://trailhead.salesforce.com/trailblazer-community/groups/0F9300000001pQ5CAI>

Tools

- Ampscript30: <https://ampscript30.com/>
- MCSnippets: <https://mcsnippets.herokuapp.com/>



Thank You!



Questions

