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Agenda

- What is a Subscriber Key?

- What is a Contact Key?

- Astro's Example

- One Key to Rule Them All

WELCOME TO

MARDREAMIN'

What is a Subscriber Key?

Subscriber Key

- A unique identifier for an individual who has **consented/opted in** to receive our marketing communications.
- Assigned to each subscriber on **each channel**.
- Used on the **All Subscribers** list.

Email Address	Status	Subscriber Key
kpool.10000.0000@hotmail.marketingclouddemo.com	Active	100000000
eroberge.10000.0001@hotmail.marketingclouddemo.com	Active	100000001
dcastellanos.10000.0002@yahoo.marketingclouddemo.com	Unsubscribed	100000002

Note: The email channel defaults to the email address of the subscriber unless assigned otherwise.

What is a Contact Key?

Contact Key

- A unique identifier for the contact.
- Shows which channels of communication a contact is engaged on.
- Used on the **All Contacts** list.

| Contact Key	Mobile Number	Email Address	Device ID	Channel
100000004		lsantos.10000.00…		✉
100000005		blafleur.10000.00…		✉
100000006		mkelley.10000.00…		✉
100000007		mgalindo.10000.0…		✉
100000008		eferrell.10000.00…		✉
100000009		jdrummond.1000…		✉
100000010		nluther.10000.00…		✉
100000011		fbearden.10000.0…		✉

What does this mean to me?

Subscriber / Contact Relationship

Subscriber Key set at the subscriber level.

Rolls up to the Contact level to become the Contact Key.

Contact Key never set directly.

Contact

Subscriber
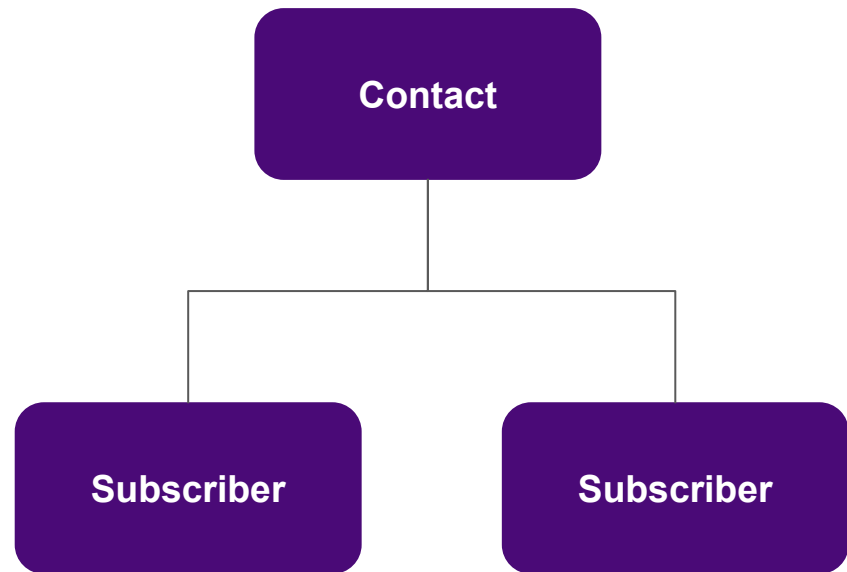
Subscriber

At a Subscriber Level...

I can...

see who has opted into receive communication.

see who has opted out of communication. The system will no longer send commercial messages to this subscriber.

see who has bounced and whether the system will attempt future communications with that individual or not.

target an individual for personalized messaging on this channel.

report on how the individual has interacted with this channel.

At a Contact Level...

I can...

see which channels an individual has engaged with.

target this individual based on all communication they have received across any channel.

report on how the contact has engaged across their entire lifecycle.

count this individual against my billable contacts limit.

All this helps me to...

Deliver the **RIGHT** message to the **RIGHT** person at the **RIGHT** time on the **RIGHT** channel.

Meet Astro

Astro Opts Into Email

Subscriber Key: astro@trailhead.com

Email Address: astro@trailhead.com

Status: Active

Contact

Subscriber

Contact Key:

astro@trailhead.com

Astro Opts Into SMS

Subscriber Key: 8675309

Mobile Number: 8675309

Status: Active
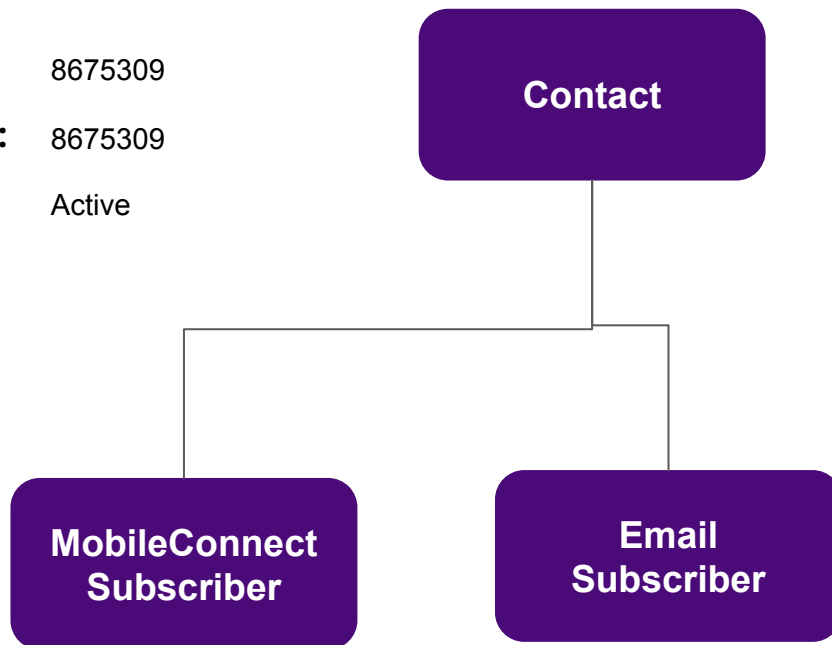
Contact

Contact Key:

8675309

Contact Key:

astro@trailhead.com

MobileConnect Subscriber

Email Subscriber

Subscriber Key: astro@trailhead.com

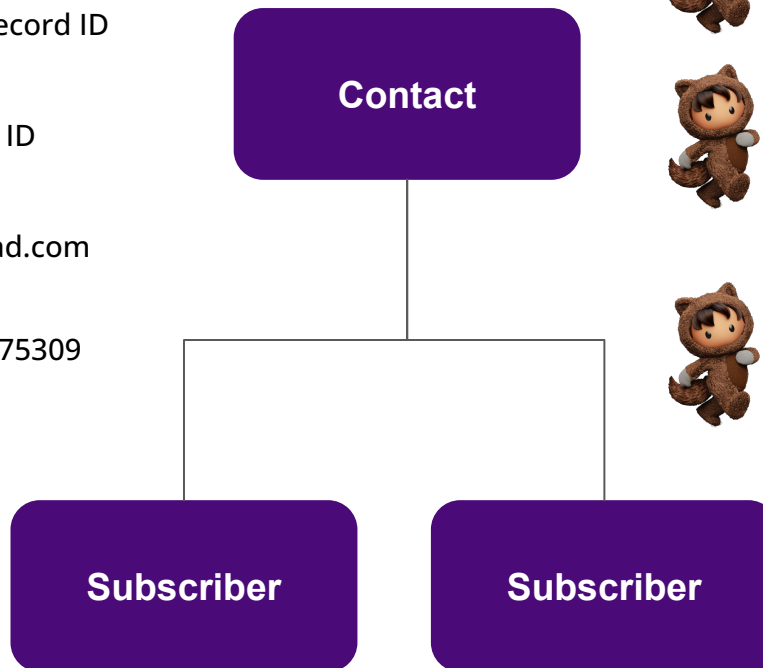**Email Address:**   astro@trailhead.com

Status: Active
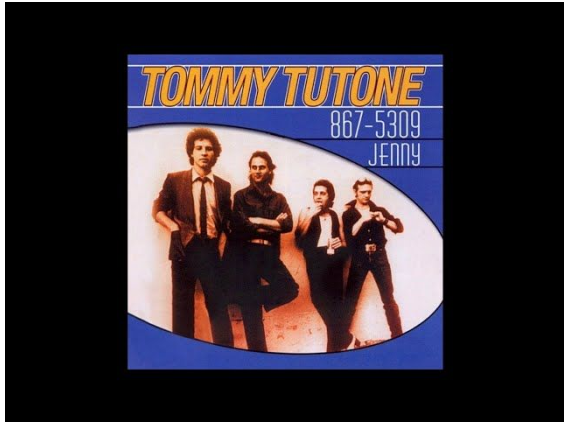
Astro Opts Into Everything

MCC Subscriber Key: Lead/Contact Record ID

MobilePush Subscriber Key: Device ID

Email Subscriber Key: astro@trailhead.com

MobileConnect Subscriber Key: 8675309

Contact

Subscriber   **Subscriber**

Contact Key:
8675309

Contact Key:
astro@trailhead.com

Contact Key:
Lead/Contact Record ID

Contact Key:
Device ID

Now we've got trouble...

Duplicate records.

Too many billable contacts.

No 360 degree view of the customer.

Siloed communication on each channel.
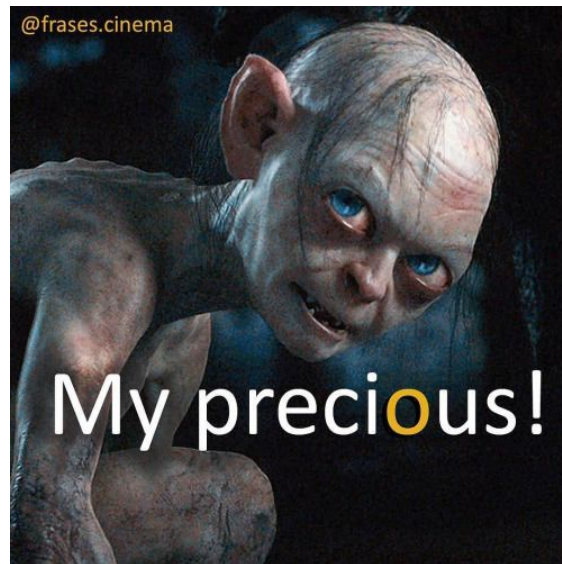
Unreliable analytics.

How do we fix it?
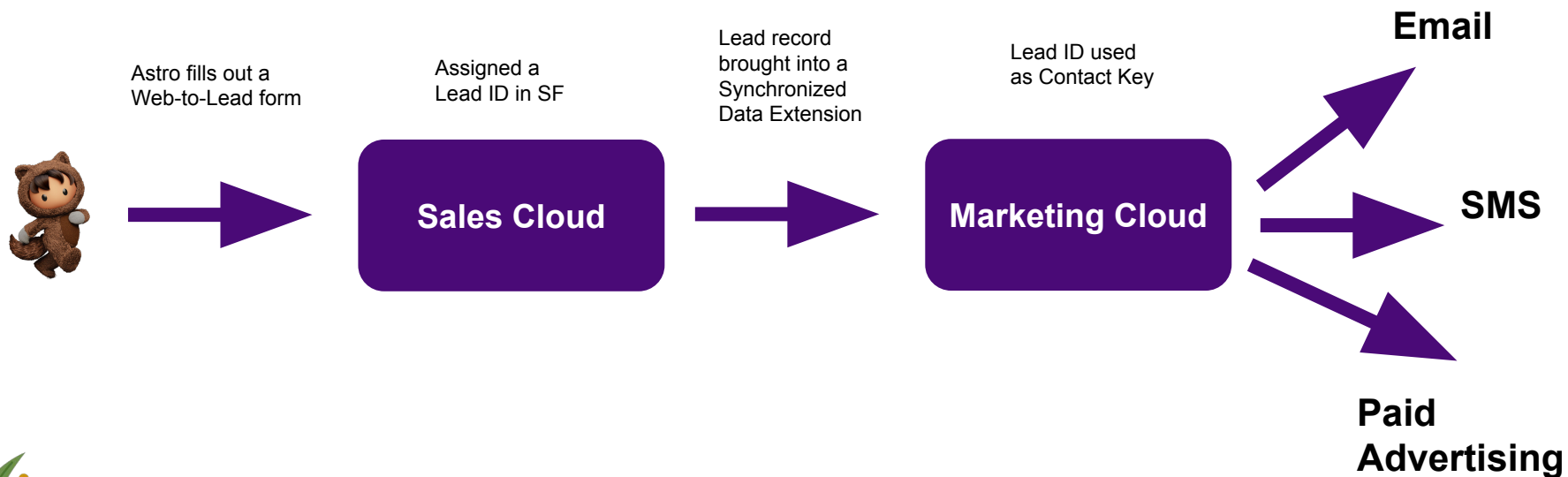
One Key to Rule Them All

Stay consistent with your keys across all channels.

Choose one consistent unique identifier and let one system "do the driving".

Marketing Cloud Connect Example

Contact Key = Lead/Contact Record ID

Astro fills out a
Web-to-Lead form

Assigned a
Lead ID in SF

Lead record
brought into a
Synchronized
Data Extension

Sales Cloud

Lead ID used
as Contact Key

Marketing Cloud

Email

SMS

**Paid
Advertising**

Other Examples

Other systems can be used to set the Contact Key as long as you are staying consistent.

- POS
- Custom App
- A non-SF CRM
- Any other system setting a unique identifier

* DISCLAIMER: You may make the architectural decision to let each channel default to a different Contact Key. You may want to think about Contact Delete processes to handle the duplicates.

Summary

- Design your system landscape with a contact key strategy in mind.

- Consistency across channels is key.

- USE ONE KEY TO RULE THEM ALL.
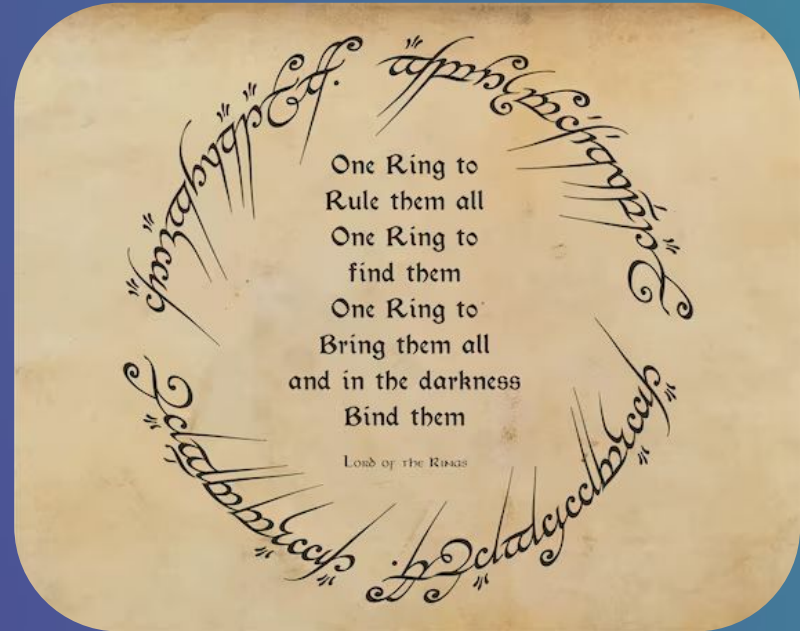
Thank You!

Any questions?

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