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Enhance CloudPages

with Dynamic React Components

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the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within our strategic investment portfolio; our ability to protect our intellectual property rights; our ability to maintain and enhance our brands; the impact of foreign currency exchange rate and interest rate fluctuations on our results; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; uncertainties regarding our tax obligations in connection with potential jurisdictional transfers of intellectual property, including the tax rate, the timing of transfers and the value of such transferred intellectual property; 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and our ability to achieve our aspirations, goals and projections related to our environmental, social and governance initiatives, including our ability to comply with emerging corporate responsibility regulations.

Thank you

Introduction to CloudPages and React

What is a CloudPage?

CloudPages is a feature of Salesforce Marketing Cloud is a drag and drop tool with pre-built templates that allows users to create landing pages, microsites and forms.

Introducing React

React is a declarative and flexible JavaScript library that enables developers to build rich, engaging web interfaces with high performance and reusability.

Integration Significance

Integrating React with CloudPages can significantly enhance content dynamism and interactivity, creating more engaging and personalized user experiences.
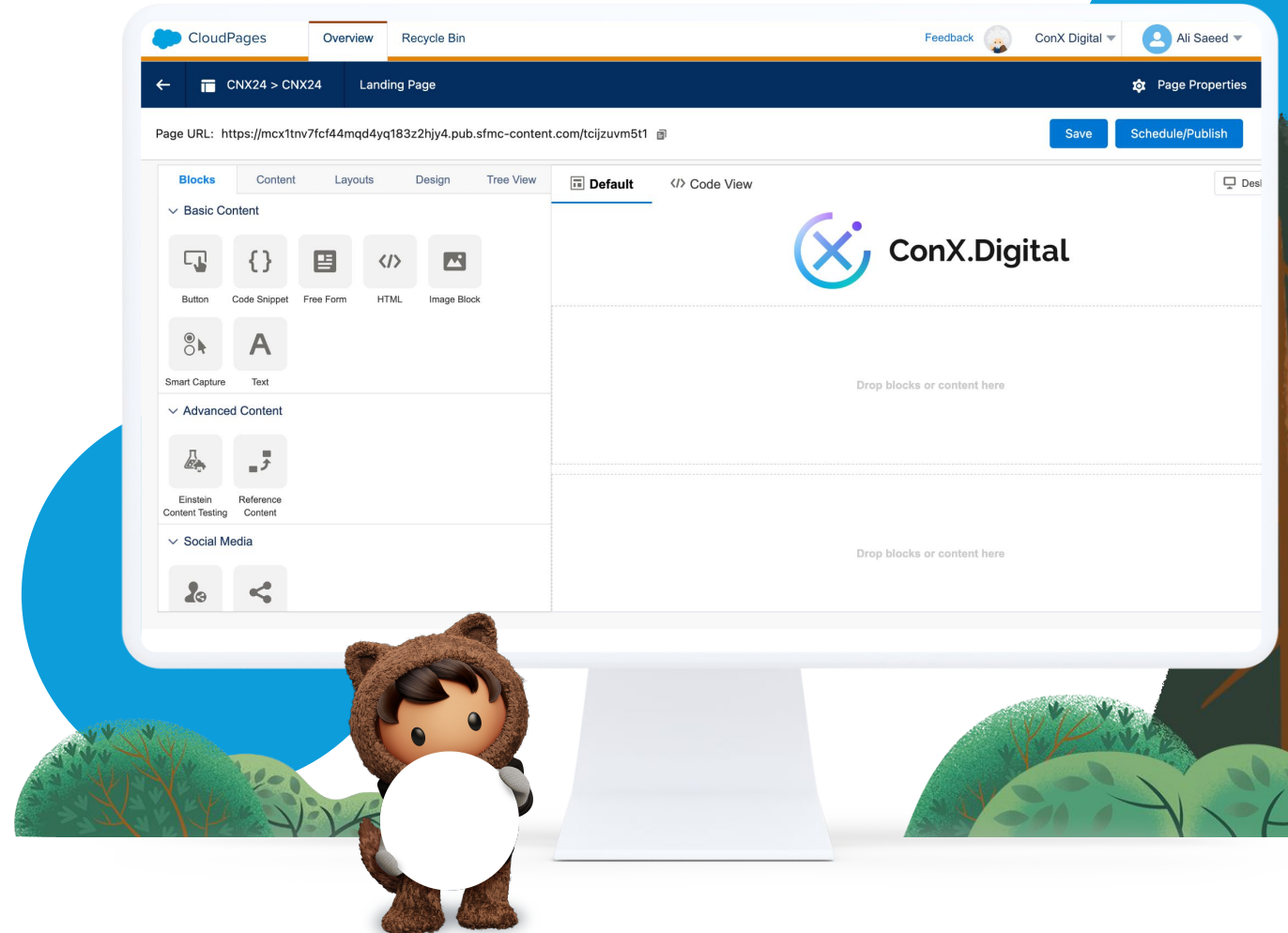
Common Use Cases for CloudPages

Unsubscribe Page

Preference Center

Survey/Feedback Forms

Lead Capture Forms

Internal Productivity Tools

Challenges with Traditional CloudPages
Overcoming Development and Structural Hurdles

### Development Environment and Testing

- No local development
- You cannot test locally
- Lack of debugging and feedback for errors, only a generic 500 internal server error page
- You have to code in a small text area on a web page in SFMC
- Test your code you need to: Save & Publish and Wait
- Lack of version control

Code Structure and Organization

- Mixing HTML and server-side code complicates maintenance
- No MVC, no framework, no structured approach
- Poor organization and modularity of code
- Limited support for modern development tools and practices
- Low reusability of code components, leading to redundant coding efforts

Why React?
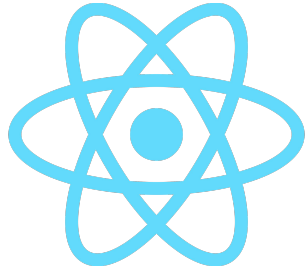
People know it – Fully standard, no Salesforce knowledge needed to build front-end.

Local development – As the approach is decoupled, front-end developers can create mock endpoints to work while waiting for the API to be finished.

Component-Based – Repurpose components for consistent and maintainable UI.

Big open source community – Tap into a vast ecosystem of plugins, components, and libraries via NPM or Yarn. *You're not the first person to build a lead capture form.*

High Performance – Optimizes updates and rendering for smooth and fast user experiences.

Create React Project

Quickly bootstrap a new React project with a robust and optimized setup, allowing you to focus on building your landing page rather than configuring build tools.

Development Environment

Development Server: Live reloading for efficient development.

Default Project Structure: Organized directories and files (src, public, index.html, index.js).

Build Tools

Webpack: Bundles JavaScript, CSS, and assets.

Babel: Transpiles modern JavaScript (ES6+) and JSX syntax.

Code Quality and Testing

ESLint: Enforces coding standards and catches errors.

Jest: Built-in testing framework for React components.

Build and Configuration

React Scripts: Unified commands (start, build, test, eject) for development and production.

Environment Variables: Supports .env files for different environments.

Full-Stack Architecture

Seamlessly Connecting Frontend, Backend, and
Data Management, all Hosted on Marketing Cloud

- **Frontend**
  - Landing Pages, Minified JS & CSS
- **Backend**
  - SSJS/AMPscript APIs for dynamic interactions and data processing.
- **Database Management**
  - Data Extensions
- **Journey Builder Activation**
  - Enabling multi-channel campaigns through Email, SMS, WhatsApp, and Push notifications.
- **Salesforce Connectivity**
  - Seamless integration with Salesforce Platform, Data Cloud, Sales, and Service via Marketing Cloud Connect.
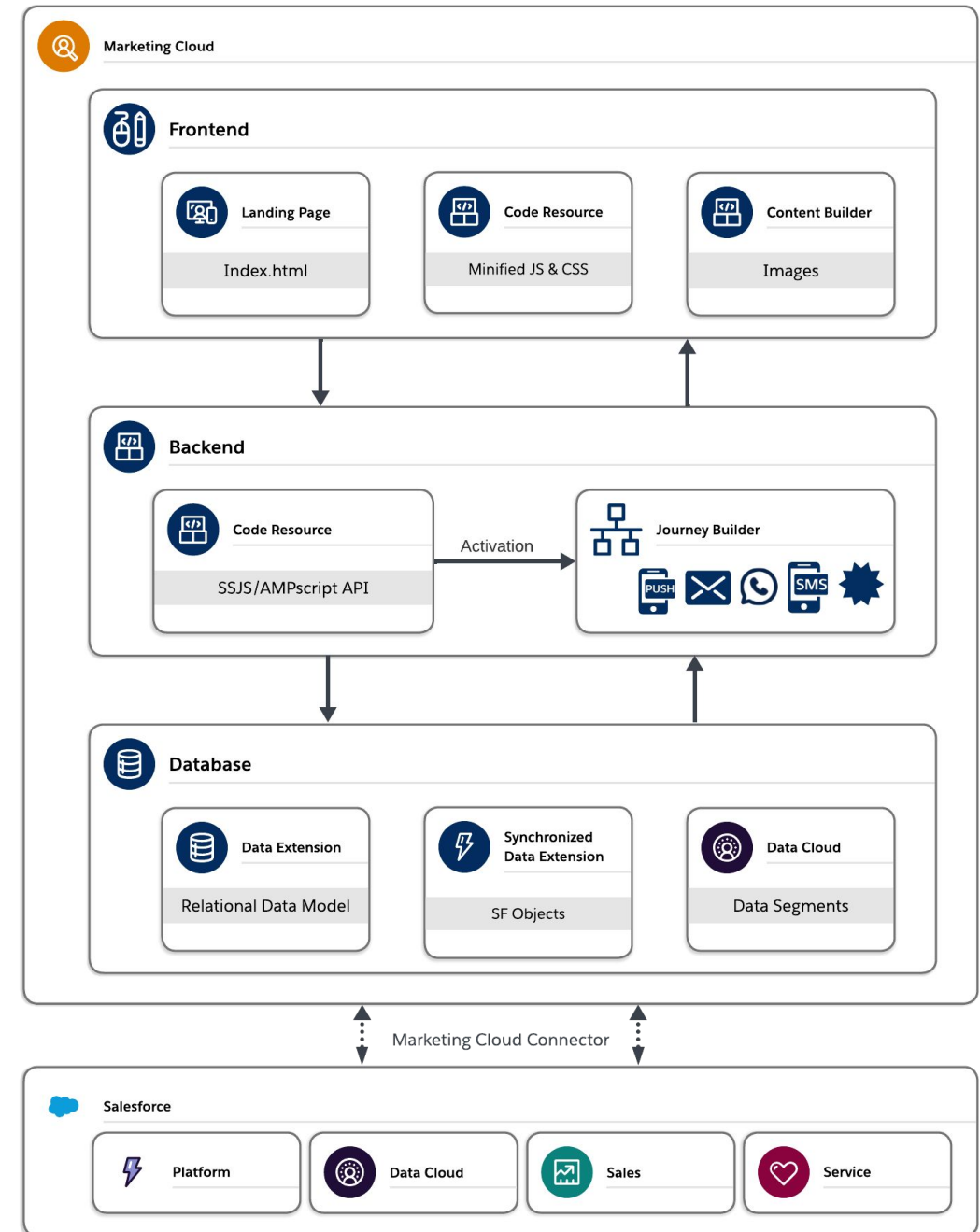
Github Code Repository

Thank you

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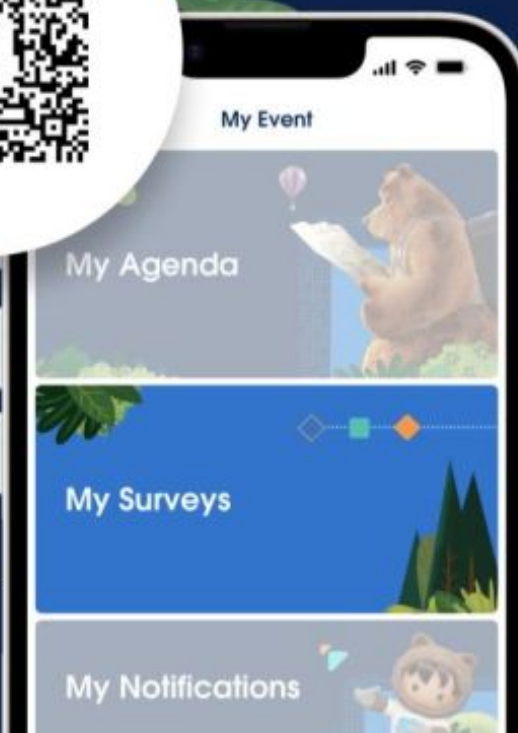
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