



A Marcus Thomas Company

Salesforce Marketing Cloud Training Series

Session 1: AMPScript Fundamentals

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Housekeeping items

- Send any questions through the webinar chat window
- Additional questions around the material presented can be asked in:
 - Stack Exchange: <https://salesforce.stackexchange.com/>
 - Trailblazer Community: <https://success.salesforce.com/>
 - Developer Documentation: <https://developer.salesforce.com/docs>
- Material for these and future sessions will be upload to Github:
 - <https://github.com/devsutd/sfmc-training>

Agenda for today

- **AMPScript definition**
 - Basic Syntax
 - Declaring variables
 - Setting values
- **Functions**
- **Displaying & Cleaning Data**
- **Support documentation**
- **Q&A**
- **Exercise**

About Me



Pato Sapir Senior Technical Consultant

13+

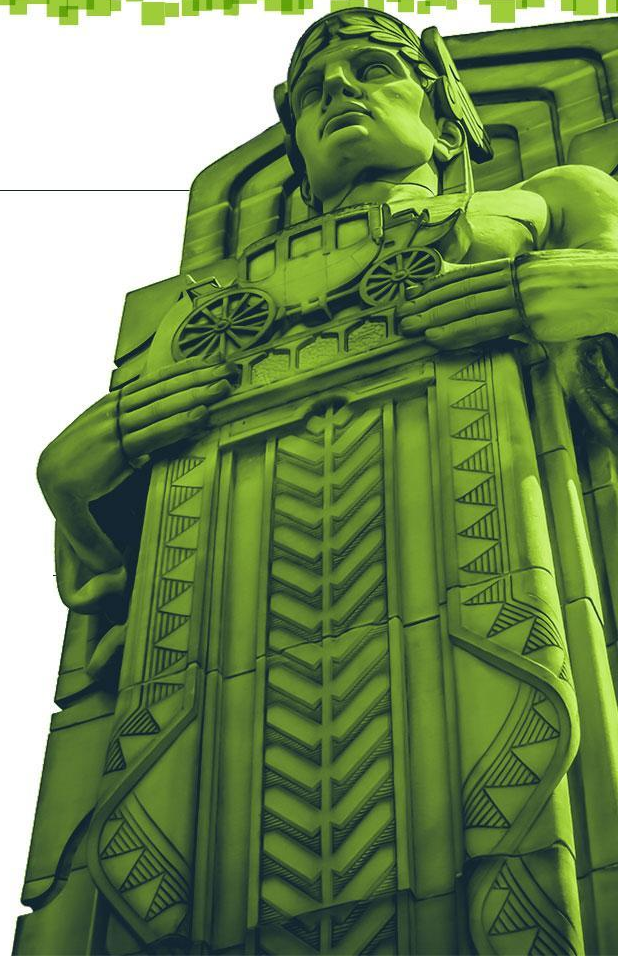
YEARS OF EXPERIENCE

8+

YEARS OF MARKETING
CLOUD EXPERIENCE

20+

MARKETING CLOUD
IMPLEMENTATIONS



AMPScript Definition

AMPscript is a proprietary scripting language that is embedded in emails, landing pages and SMS messages with the purpose of creating a subscriber-by-subscriber message.

Message

```
Note: Link tracking enabled at send time

class="dashedBorder" bgcolor="#ffffff" cellpadding="0" cellspacing="0">
  <tbody>
    <tr>
      <td style="white-space: normal;" align="left" bgcolor=
        Hi %%=v(@FullName)=%%|
      </td>
    </tr>
  </tbody>
</table>
<p>
</p>
<\b>
<b>
<\c></c>
```

Data Source



Pros and Cons

Pros

- Easy to learn (specially for web developers)
- Faster processing than other dynamic content technologies inside SFMC
- Can be very powerful if you learn a lot about it

Cons

- If you are trying to resolve a very complex scenario and you don't know much about the language then AMPScript becomes a bit of a challenge to learn
- While there are some syntax highlighters created by the community there are no available validators of AMPScript outside of doing tests inside your Marketing Cloud account

Where in SFMC can I use AMPScript?

- Subject Lines
- Emails
- Content Blocks
- SMS Messages
- Cloud Pages
- Sender Profiles
- Exclusion Scripts

Development Approach

1. Gather and validate requirements
2. Develop logic using static data
3. Verify proof of concept
4. Develop logic using dynamic data
5. Test
6. Test
7. Test

Example Use Case - Fútbolshop

Subject Complete your order before [current month] ends!

Preheader Add Preheader

Display current month's name



NEW ARRIVALS | TRAINING | FASHION

[[First Name]], TIME TO SAVE 10%

Display Subscriber's First Name

SAVE 10%>

COMPLETE YOUR ORDER
NOW AND SAVE 10% ON

[[Product Description]]

GET IT BEFORE IT'S GONE!



Display top abandoned product
sorted by unit price DESC

STILL THINKING IT OVER ? EXPLORE OUR UPCOMING SALE EVENTS!

[Event 1 Name]

When: [Event 1 time]

Use Promo Code: [Event 1 promo code]

[Event 3 Name]

When: [Event 3 time]

Use Promo Code: [Event 3 promo code]

Display Top 4 upcoming events
sorted by EventDate ASC

[Event 2 Name]

When: [Event 2 time]

Use Promo Code: [Event 2 promo code]

[Event 4 Name]

When: [Event 4 time]

Use Promo Code: [Event 4 promo code]

Basic Syntax

- AMPscript has to be surrounded with:

```
%%=   your code here   ==%% If it's one line of code.  
%%[   your code here   ]%% If it's more than one line of code.  
%%Name%% If you want to print the name of a column or attribute.
```

- Declaring and assigning a Variable:

```
%%[  
var @Name  
set @Name = "Mike"  
]%%
```

Basic Syntax - Simple Personalization

- Using AMPscript you can personalize an email by simply surrounding the name of an attribute between %% syntax:

```
<strong>%%First Name%%, %%Last Name%%</strong>
```

- There are also personalization strings provided by default:

```
Copyright %%xtyear%%, Devs United.
```

```
This email was sent to %%emailaddr%%
```

https://help.salesforce.com/articleView?id=mc_es_available_personalization_strings.htm

Functions

- A function is a reusable block of functionality wrapped inside one line of code:

```
Today is %%=Now( )=%%
```

- Functions can take parameters, this will alter the value that a given function will return:

```
5 + 4 = %%=Add(5,4)=%%  
%%[Set @result = Multiply(5,5)]%%
```

- Functions can take variables, profile attributes or column names as parameters:

```
Hello %%=ProperCase(FirstName)=%%  
Hi! %%=ProperCase(@fullName)=%%
```

<https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-programmatic-content.meta/mc-programmatic-content/functions.htm>

Displaying and Cleaning Data

- **Propercase(S1):** Returns specified string with initial letter of each word capitalized.

```
%%=Propercase("PATO sAPiR") =%% => "Pato Sapir"
```

- **Lowercase(S1):** Returns the specified value in all lowercase letters.

```
%%=Lowercase("PATO sAPiR") =%% => "pato sapir"
```

- **Uppercase(S1):** Returns the specified value in all uppercase letters.

```
%%=Uppercase("PATO sAPiR") =%% => "PATO SAPIR"
```

- **Format(V1,S1):** Formats the value according to the string you specify.

```
%%=Format(Now(), "MM/dd/yyyy") =%% => "02/05/2015"
```

Conditional Statements

- **IF** something happens **THEN** do something **ELSE** do something else, **END** of sentence.

```
%%[ if @Name == "Melissa" then ]%%  
<p> Hi Melissa! </p>  
%%[ else ]%%  
<p> Hi Guest! </p>  
%%[ endif ]%%
```

- Complex rules can be defined with multiple operators.

```
%%[ if @Name == "Melissa" AND @age >= 21 then ]%%  
<p> Hi Melissa! </p>  
%%[ elseif @age < 21 then ]%%  
<p>You have to be 21 years old to see this message.</p>  
%%[ else ]%%  
<p> Hi Guest! </p>  
%%[ endif ]%%
```

Supporting Documentation

- General AMPscript resource:
<https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-programmatic-content.meta/mc-programmatic-content/index.htm>
- Getting Started with AMPScript:
<https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-programmatic-content.meta/mc-programmatic-content/getStarted-AMPscript.htm>
- Stack Exchange:
<https://salesforce.stackexchange.com/questions/tagged/ampscript>


Q&A



Exercise

Subject

Preheader

 **NEW ARRIVALS | TRAINING | FASHION**

[[First Name]], TIME TO SAVE 10%

SAVE 10%>

COMPLETE YOUR ORDER
NOW AND SAVE 10% ON

[[Product Description]]

GET IT BEFORE IT'S GONE!

STILL THINKING IT OVER ? EXPLORE OUR UPCOMING SALE EVENTS!

[Event 1 Name] When: [Event 1 time] Use Promo Code: [Event 1 promo code]	[Event 3 Name] When: [Event 3 time] Use Promo Code: [Event 3 promo code]
[Event 2 Name] When: [Event 2 time] Use Promo Code: [Event 2 promo code]	[Event 4 Name] When: [Event 4 time] Use Promo Code: [Event 4 promo code]

We want to test 3 different subject lines in the same send:

- Pull a random number from 1-30
- If number ≤ 10 show subject line 1
- If number > 10 AND ≤ 20 show subject line 2
- If number > 20 AND ≤ 30 show subject line 3

Thanks!



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