Salesforce Marketing Cloud Training Series
Session 2:
AMPScript Advanced

Prepared by: Pato Sapir

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

- Recap from session 1
- Dynamically Displaying Data
    - Lookup Functions
    - For Loops
- Hack for AMPScript functions
- Links and AMPScript
- Q&A

About Me

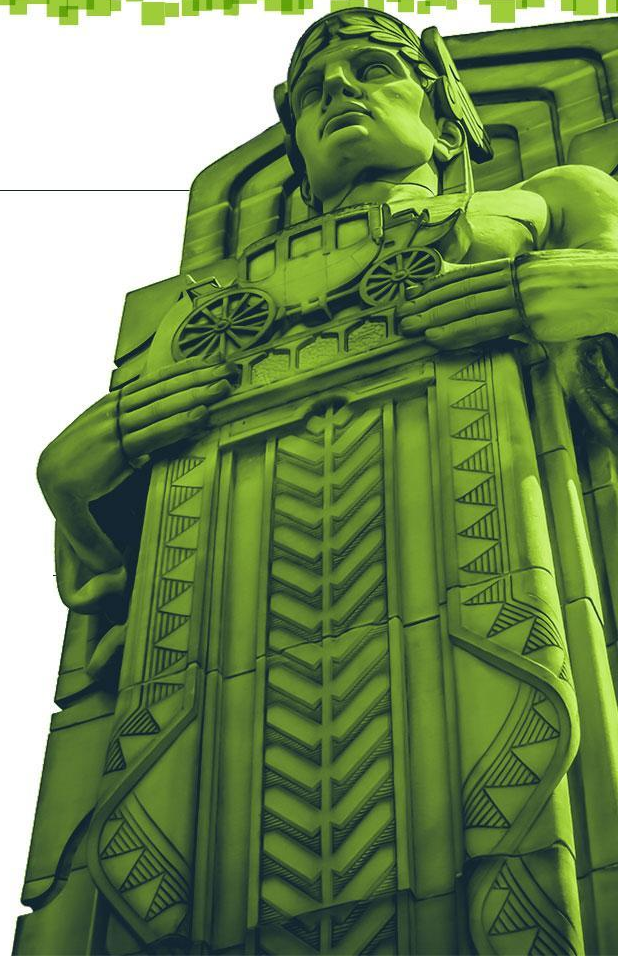**Pato Sapir** Senior Technical Consultant

13+
YEARS OF EXPERIENCE

8+
YEARS OF MARKETING
CLOUD EXPERIENCE

20+
MARKETING CLOUD
IMPLEMENTATIONS

Recap from Session 1

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.

AMPScript can be used in:

- Subject Lines

- Emails

- Content Blocks

- SMS Messages

- Cloud Pages

- Sender Profiles

- Exclusion Scripts

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"
]%%
```

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

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 ]%%
```

Example Use Case - Fútbolshop

Subject	Complete your order before [current month] ends!
Preheader 🛈	Add Preheader

Display current month's name

NEW ARRIVALS | TRAINING | FASHION

fútbolshop.com

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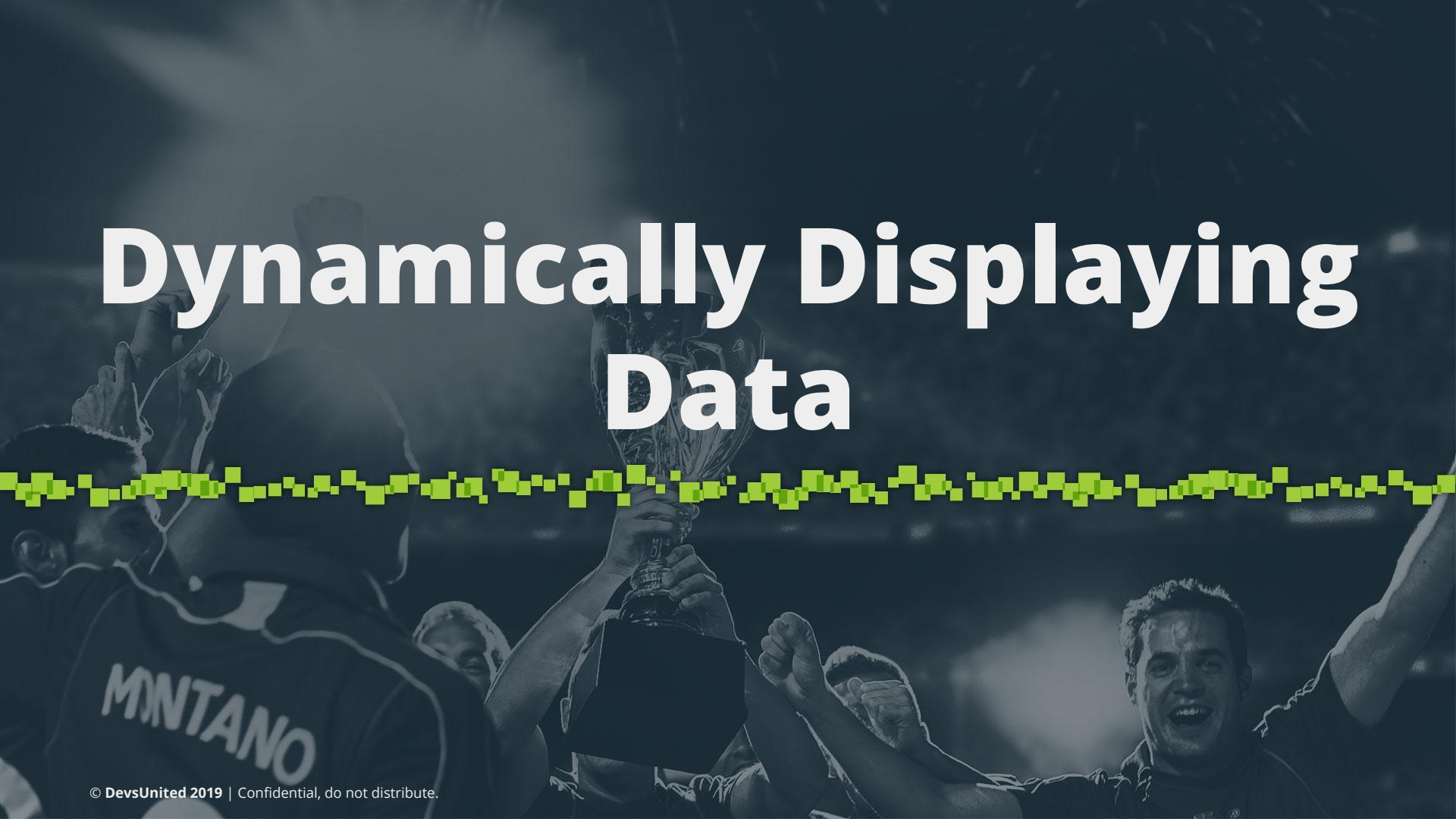
[Event 2 Name]
When: [Event 2 time]
Use Promo Code: [Event 2 promo code

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

Dynamically Displaying Data

LookupRows

A rowset is a cluster (or set) of rows that match a defined criteria.

A			1	
B			5	
A			3	
C			3	
A			2	

LookupOrderedRows

Returns a specified number of rows; you can specify multiple additional field/value pairs.

A			1	
B			5	
A			3	
C			3	
A			2	

Verifying And Retrieving Data

✔ **RowCount**
Returns the number of rows in a specified rowset or array.

Verifying And Retrieving Data

✔ ~~RowCount~~

✔ **Row**
 Specify row from rowset

Verifying And Retrieving Data

✔ ~~RowCount~~
✔ ~~Row~~
✔ **Field**
Isolate value in row

A			1	

For Loops

Iterate through a Rowset or repeat actions

```
/* Option 1: combined with HTML */

%%[ FOR @index = 1 TO @limit DO ]%%
  <html here />
%%[ NEXT @i ]%%

/* Option 2: Code only */

%%[ FOR @index = 1 TO @limit DO

Your AMPScript here

NEXT @i ]%%
```

Hack for AMPScript functions

```
%%[
    var @language,@label, @content
    set @language = "ES"
    set @label = "WELCOME_MESSAGE"
    set @content = ContentBlockByKey("ContentTranslator")
    /* DON'T USE CONTENTBLOCKBYID UNLESS YOU COMMENT YOUR CODE!!! */

 ]%%
```

Content Translator Block:

```
%%[
    var @rows
    set @rows = LookupRows("Translations_DE","Lang",@language,"Label",@label)
 ]%%
```

Links and AMPScript

When bringing URL from an attribute, column or variable use the RedirectTo function

```
%%[set @link = "http://google.com"]%%

<a href="%%=RedirectTo(@link)=%%">Click here!</a>
```

Use the CloudPagesURL function to redirect the user to a landing page

```
<a href="%%=CloudPagesURL(1234)=%%">Click here!</a>

<a href="%%=CloudPagesURL(777,"key","ABC")=%%">Click here!</a>
```

Q&A

Thanks!

DEVS UNITED

A Marcus Thomas Company