

Personalized Email Drip Campaign Creator for ABM

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1. Github Code Repository

Link to Repository:

<https://github.com/Mohanish-5744/OS-Hackathon-FinalAssignment-DriftCampaign-Mohanish.git>

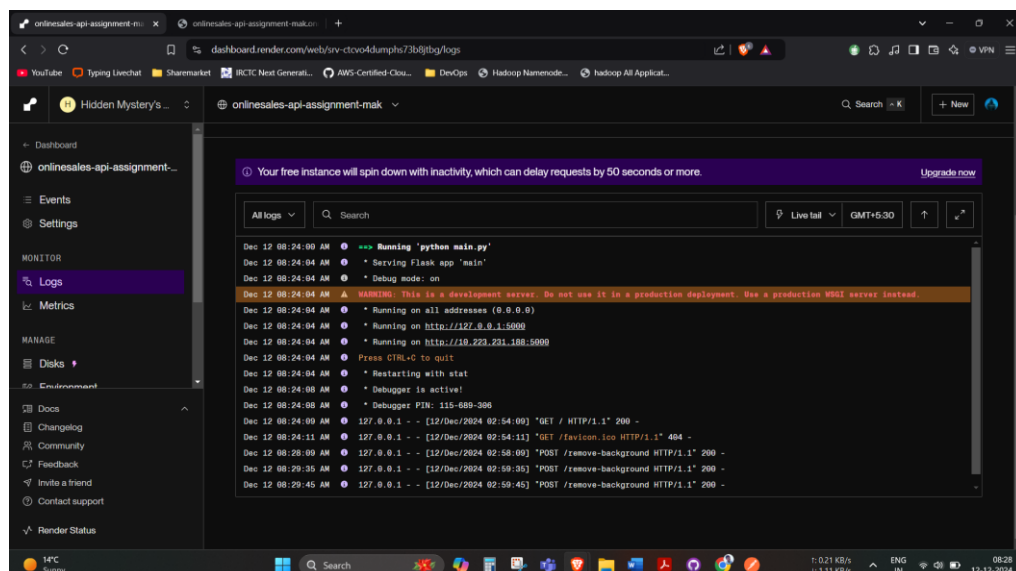
- Also shared the repository link with hackathon@onlinesales.ai and also grant acces for the same.

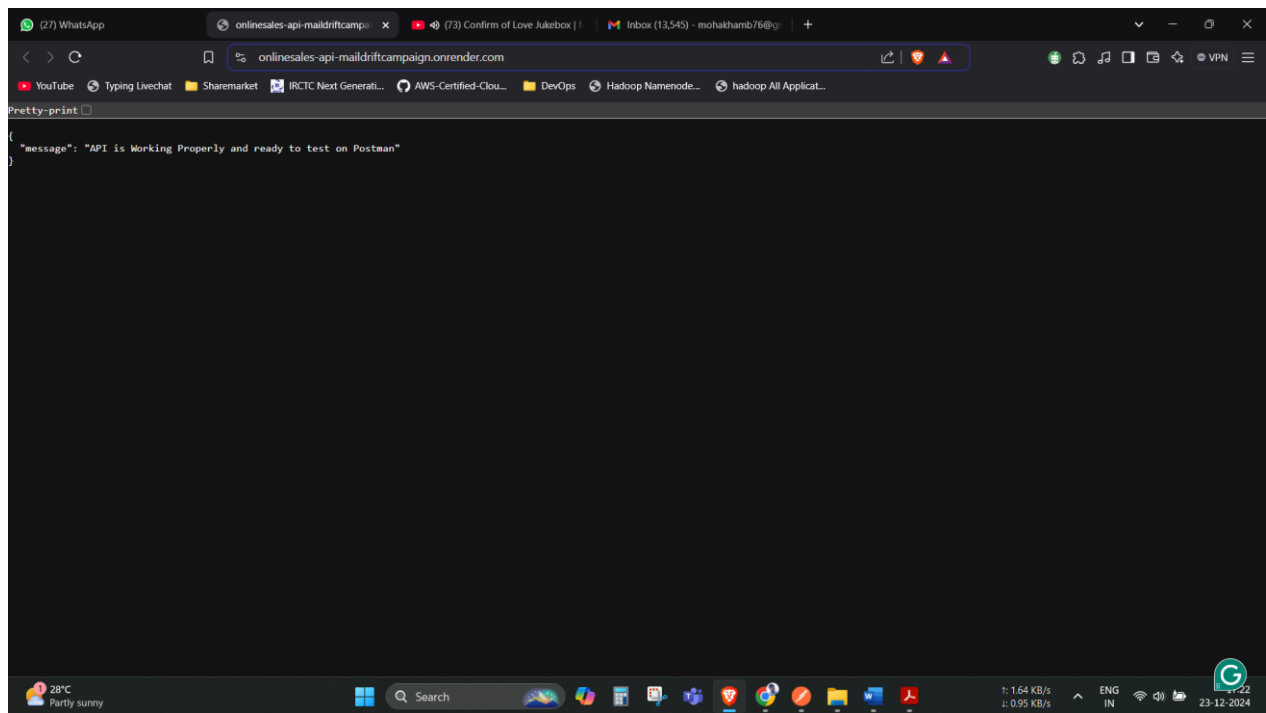
2. API Hosting

API is deployed on the Render Website Link for the same is given below:

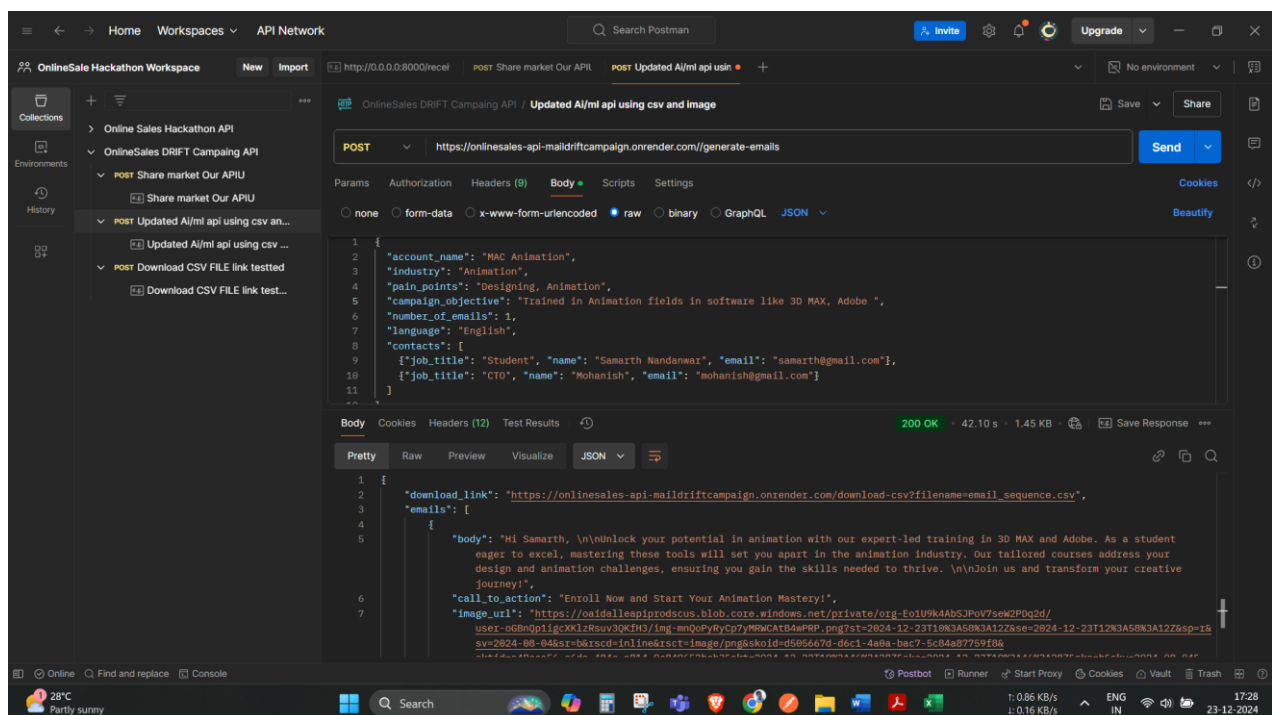
<https://onlinesales-api-maildriftcampaign.onrender.com/>

It will take nearly 30-50 seconds to start the service because of free tier instance kindly consider this issue.





Testing link of API through Postman:
<https://onlinesales-api-maildriftcampaign.onrender.com/generate-emails>



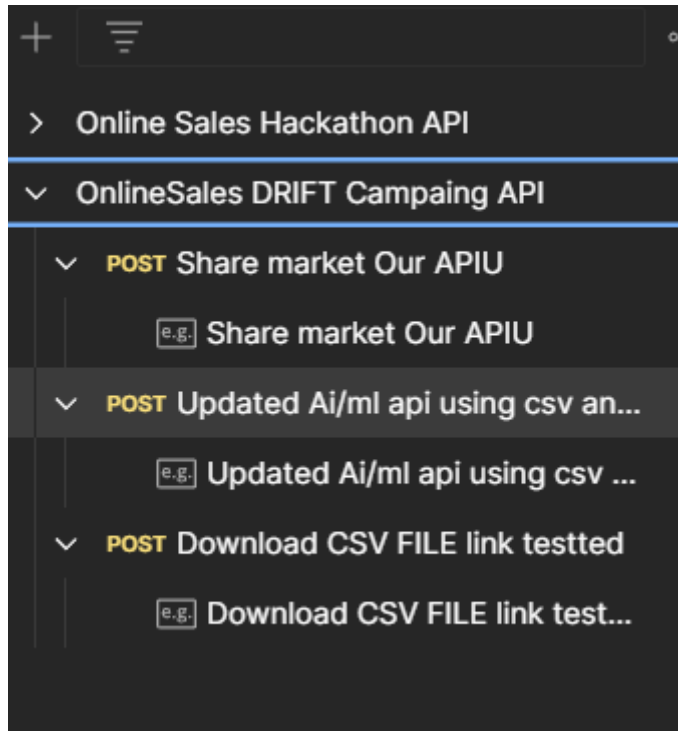
3. **Postman Collection:**

There is a collection name called OnlineSales DRIFT Campaing API for testing API and created workspace and given access to email hackathon@onlinesales.ai . The collection is also uploaded on the GitHub repository link for the same is given below:

https://github.com/Mohanish-5744/OS-Hackathon-FinalAssignment-DriftCampaign-Mohanish/blob/main/Collections/OnlineSales%20DRIFT%20Campaing%20API.postman_collection.json

We have tested it first locally and then by deployable link.

We have tested using inputs using deployable link and collections photo as below



4. Documentation

How to set up and run the code locally.

1. Clone the repository in your local system.
2. Open API folder on IDE(VS Code)
3. Install requirements.txt file given in repository in the local machine using below command make sure python is install on your computer.

Command -> `pip install -r requirements.txt`

4. Now open terminal and put below command to run api you will get below output in the terminal

Command-> `python app.py`

You will get below output

```
PS C:\Users\HP\Desktop\Onlinesales\Final Hackathon\API_Deployment\new aiml api> python app.py
```

```
* Serving Flask app 'app'
```

```
* Debug mode: on
```

```
WARNING: This is a development server. Do not use it in a production deployment. Use a production WSGI server instead.
```

```
* Running on all addresses (0.0.0.0)
```

```
* Running on http://127.0.0.1:5000
```

```
* Running on http://192.168.31.24:5000
```

```
Press CTRL+C to quit
```

```
* Restarting with stat
```

```
* Debugger is active!
```

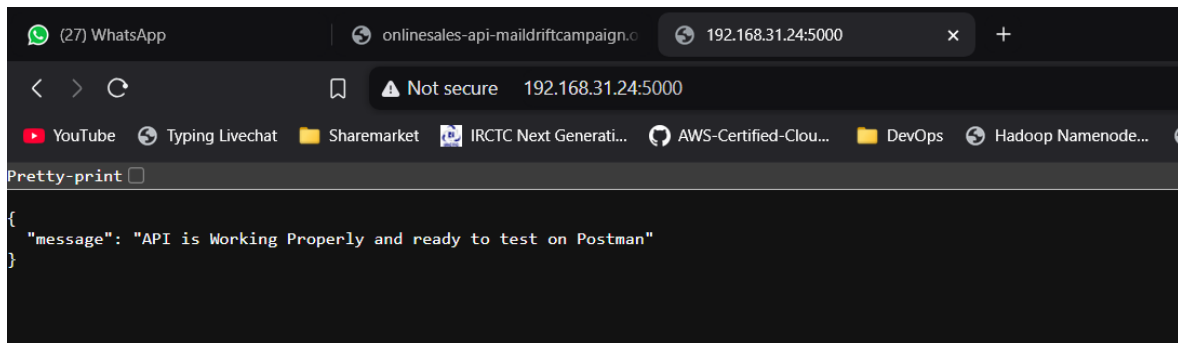
```
* Debugger PIN: 468-603-752
```

```

* Serving Flask app 'trial'
* Debug mode: on
WARNING: This is a development server. Do not use it in a production deployment. Use a production WSGI server instead.
* Running on all addresses (0.0.0.0)
* Running on http://127.0.0.1:5000
* Running on http://192.168.31.24:5000
Press CTRL+C to quit
* Restarting with stat
* Debugger is active!
* Debugger PIN: 468-603-752
127.0.0.1 - - [22/Dec/2024 17:39:11] "GET / HTTP/1.1" 200 -
192.168.31.24 - - [22/Dec/2024 17:39:15] "GET / HTTP/1.1" 200 -
192.168.31.24 - - [22/Dec/2024 17:39:17] "GET /favicon.ico HTTP/1.1" 404 -
192.168.31.24 - - [22/Dec/2024 17:39:31] "GET / HTTP/1.1" 200 -

```

Check <http://127.0.0.1:5000> You will get below message



4. Open Postman and put <http://127.0.0.1:5000/generate-emails> on Post request and add JSON file below

Input:

```

{
  "account_name": "MAC Animation",
  "industry": "Animation",
  "pain_points": "Trained in software fields like 3D Max Adobe",
  "campaign_objective": "Trained in Development Role ",
  "number_of_emails": 2,
  "language": "English",
  "contacts": [
    { "job_title": "Student", "name": "Samarth Nandanwar", "email": "samarth@gmail.com" },
    { "job_title": "CTO", "name": "Mohanish", "email": "mohanish@gmail.com" }
  ]
}

```

Output :

```

{
  "download_link": "https://onlinesales-api-maildriftpcampaign.onrender.com/download-csv?filename=email_sequence.csv",
  "emails": [
    {
      "body": "Hi Samarth, \n\nUnlock your potential in animation with our expert-led training in 3D MAX and Adobe. As a student eager to excel, mastering these tools will set you apart in the animation industry. Our tailored courses address your design and animation challenges, ensuring you gain the skills needed to thrive. \n\nJoin us and transform your creative journey!",
      "call_to_action": "Enroll Now and Start Your Animation Mastery!",
    }
  ]
}

```

```

    "image_url": "https://oaidalleapiprodscus.blob.core.windows.net/private/org-Eo1U9k4AbSJPoV7seW2PDq2d/user-oGBnQp1igcXKlzRsuv3QKfH3/img-mnQoPyRyCp7yMRWCAtB4wPRP.png?st=2024-12-23T10%3A58%3A12Z&se=2024-12-23T12%3A58%3A12Z&sp=r&sv=2024-08-04&sr=b&rscd=inline&rsct=image/png&skoid=d505667d-d6c1-4a0a-bac7-5c84a87759f8&sktid=a48cca56-e6da-484e-a814-9c849652bcb3&skt=2024-12-22T19%3A46%3A28Z&ske=2024-12-23T19%3A46%3A28Z&skv=b&skv=2024-08-04&sig=UwIY41qnYJ86COKFe7jQKv%2BK7/KCNYhGVxmnacL3rl%3D",

    "optimal_send_time": "Tuesday, 10:00 AM",

    "subject": "Master Animation with Industry-Leading Tools!"

  },

  {

    "body": "Hi Mohanish, \n\nEmpower your team at MAC Animation with our specialized training in 3D MAX and Adobe. As a CTO, you understand the importance of overcoming design and animation hurdles. Our courses are designed to enhance your team's capabilities, driving innovation and efficiency. \n\nLet's collaborate to elevate your animation projects!",

    "call_to_action": "Schedule a Consultation to Discuss Training Options",

    "image_url": "https://oaidalleapiprodscus.blob.core.windows.net/private/org-Eo1U9k4AbSJPoV7seW2PDq2d/user-oGBnQp1igcXKlzRsuv3QKfH3/img-5P3gnxn9fAoA4BqwsKMLfGc.png?st=2024-12-23T10%3A58%3A31Z&se=2024-12-23T12%3A58%3A31Z&sp=r&sv=2024-08-04&sr=b&rscd=inline&rsct=image/png&skoid=d505667d-d6c1-4a0a-bac7-5c84a87759f8&sktid=a48cca56-e6da-484e-a814-9c849652bcb3&skt=2024-12-23T02%3A47%3A25Z&ske=2024-12-24T02%3A47%3A25Z&skv=b&skv=2024-08-04&sig=2ld5lQUSu/f2wLRmzr4pEyQWiDNWOMDmZug8mmhana8%3D",

    "optimal_send_time": "Wednesday, 11:00 AM",

    "subject": "Elevate Your Team's Animation Skills with Cutting-Edge Training"

  }

]

}

```

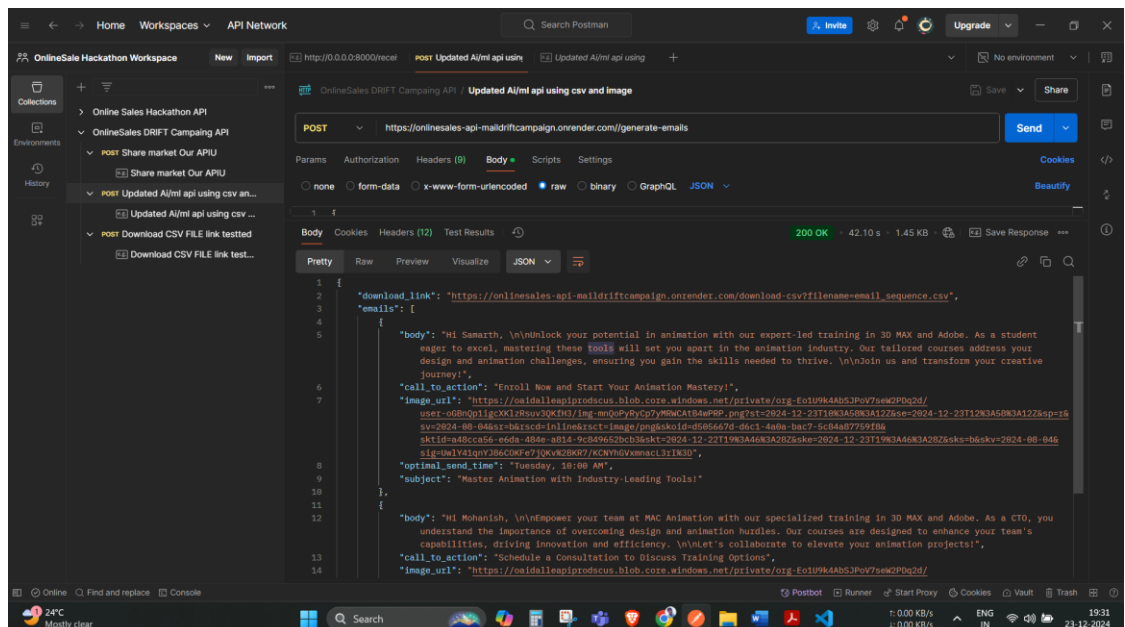
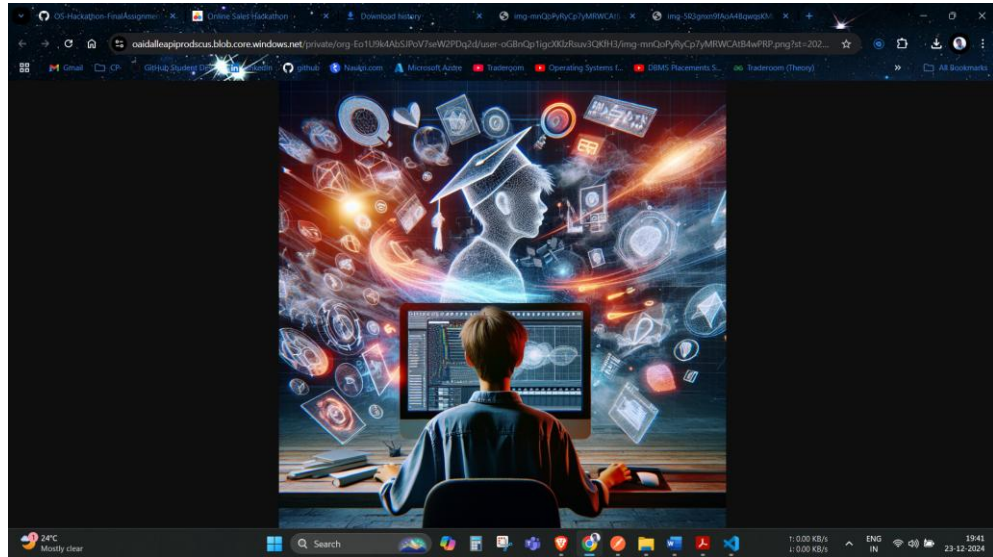
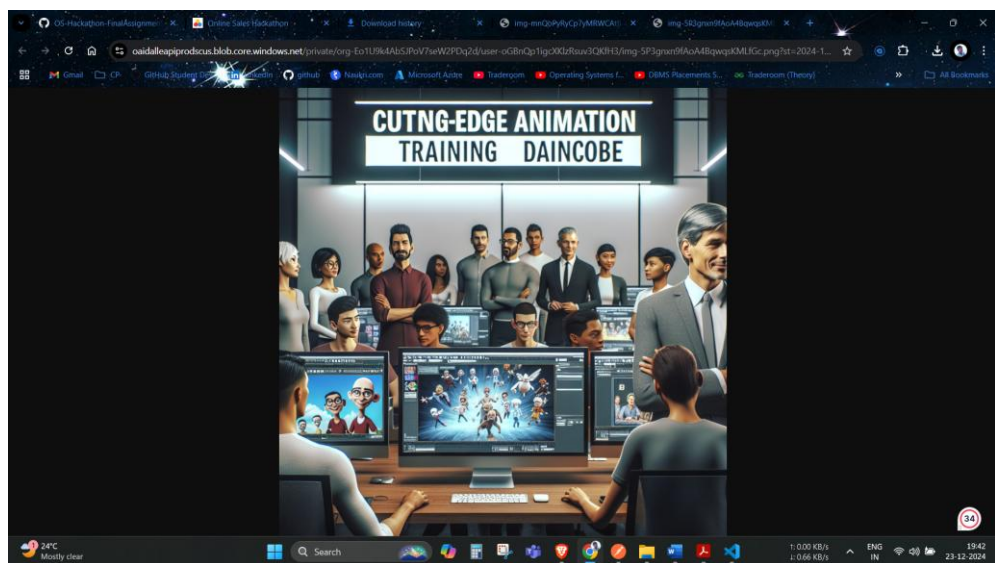


Image generated by OpenAI which was given in the image_url

1.



2.



CSV File which is downloaded using download link and all the information Subject, Body, Call to Action, Optimal Send Time, Image Link is given in CSV.

 A screenshot of a Microsoft Excel spreadsheet titled 'email_sequence (5).csv'. The spreadsheet has a standard Excel interface with a ribbon at the top (File, Home, Insert, Page Layout, Formulas, Data, Review, View, Help, Acrobat) and a formula bar. The data is organized into columns labeled A through V. The first three rows contain the following data:

1	Subject	Body	Call to Action	Optimal Se Image Link
2	Master An Hi	Enroll Now and Start Your	Tuesday, 1	https://oaidalleaiprodscus.blob.core.windows.net/private/org-Eo1U9k4AB5IPoV7seW2PDq2d/user-oGBnQp1lgcXKlrRsuV3QKH3/img-mnQoPyRyCp7yMRWCAIB4wPRP.png?st=2024-12-23T10%3A58
3	Elevate Yo Hi	Schedule a Consultation to	Wednesda	https://oaidalleaiprodscus.blob.core.windows.net/private/org-Eo1U9k4AB5IPoV7seW2PDq2d/user-oGBnQp1lgcXKlrRsuV3QKH3/img-5P3gmxr9fAoA4BqwpqKMLIGc.png?st=2024-12-23T10%3A58

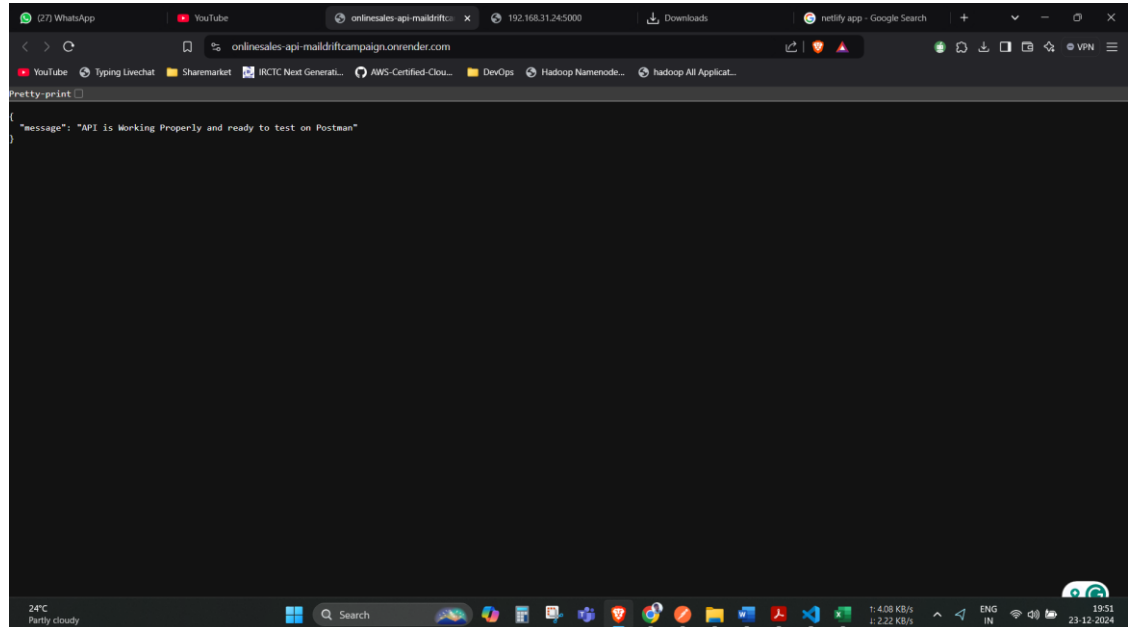
 The rest of the spreadsheet is empty. The status bar at the bottom shows 'Ready', 'Accessibility: Unavailable', and the system tray with date/time 19:45 on 23-12-2024.

Instructions for API usage (including input/output contracts).

1. For Testing API is working or not use below link:

<https://onlinesales-api-maildriftcampaign.onrender.com/>

It will take nearly 30-50 seconds to start the service because of free tier instance kindly consider this issue. It will give below output



2. Open Postman, create new collection and test using put below link with POST request and Json file given below according to assignment.

<https://onlinesales-api-maildriftcampaign.onrender.com//generate-emails>

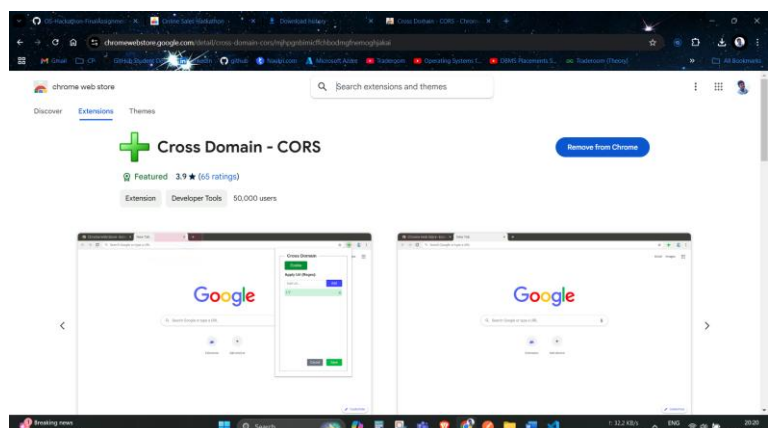
Instructions for using WebSite which is deployed on Netlify Platform and API is Integrated in it.

IMPORTANT NOTE:

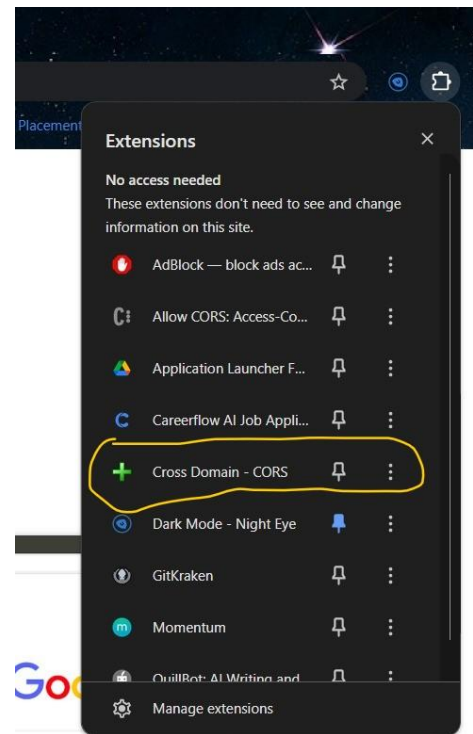
Install below extension before opening deployable link

Download below extension and add it to chrome.

<https://chromewebstore.google.com/detail/cross-domain-cors/mjhpgnbimicffchbodmgfnemoghjakai>

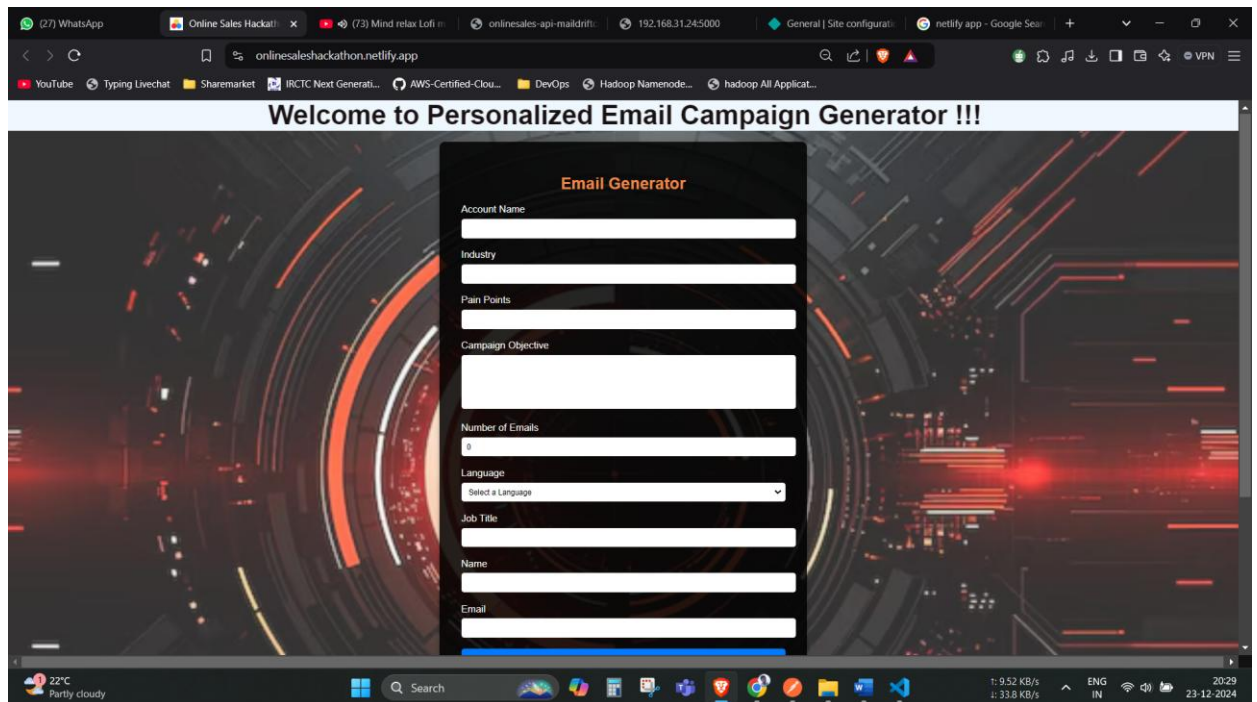


Verify if Extension is added successfully as seen in image



1. Open below link of deployed Netlify App.

<https://onlinesaleshackathon.netlify.app/>



➤ INPUT VALIDATIONS

2. We must all the validation rules to successfully hit the API otherwise API would not be accessd

Welcome to Personalized Email Campaign Generator !!!

Email Generator

Account Name
ad333
Account Name must only contain letters and spaces.

Industry
tef3333
Industry must only contain letters and spaces.

Pain Points
Annotation, Innovation.
Pain Point 2 must start with a capital letter, contain only words.

Campaign Objective
Annotation, Innovation224

Number of Emails
5
Number of Emails must be between 1 and 3. Due to token limitations, the number of emails is restricted to 3 only.

Language
Marathi

3.

Annotation, Innovation.
Pain Point 2 must start with a capital letter, contain only words.

Campaign Objective
Annotation, Innovation224

Number of Emails
5
Number of Emails must be between 1 and 3. Due to token limitations, the number of emails is restricted to 3 only.

Language
Marathi

Job Title
Shhthhrtq11
Job Title for contact must only contain letters and spaces.

Name
jhb566
Name for contact must only contain letters and spaces.

Email
shrutikajadhav2611@gmail.com

Submit

Language
English

Job Title
CTO

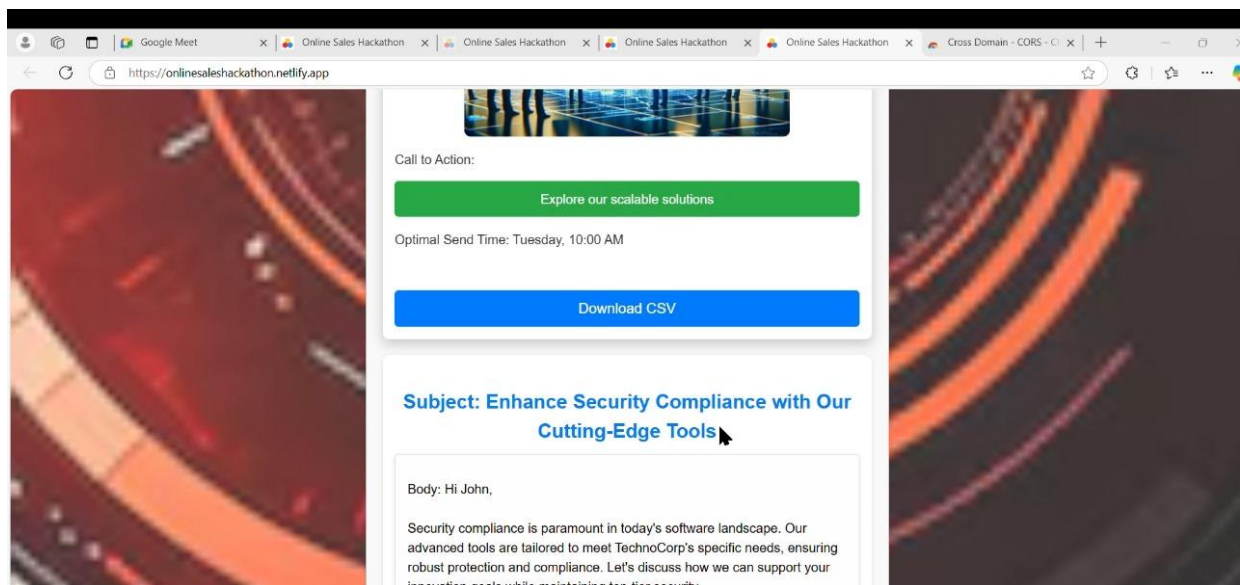
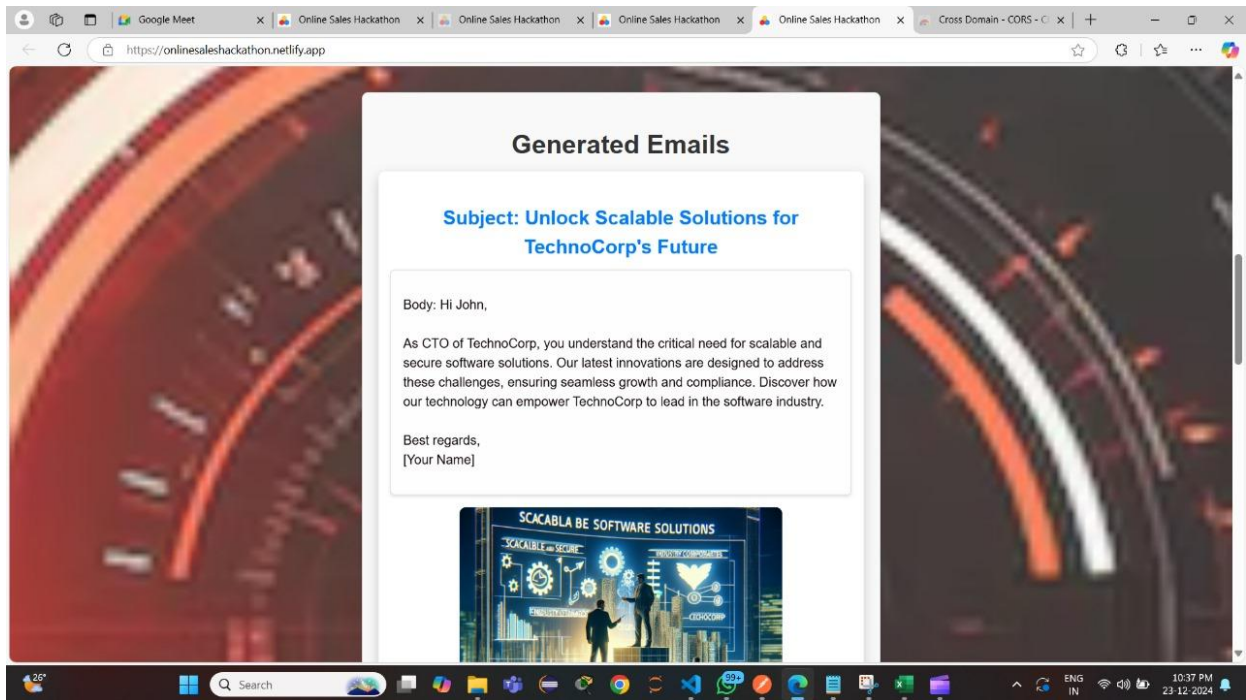
Name
John Doe

Email
shrutika@gmail.com

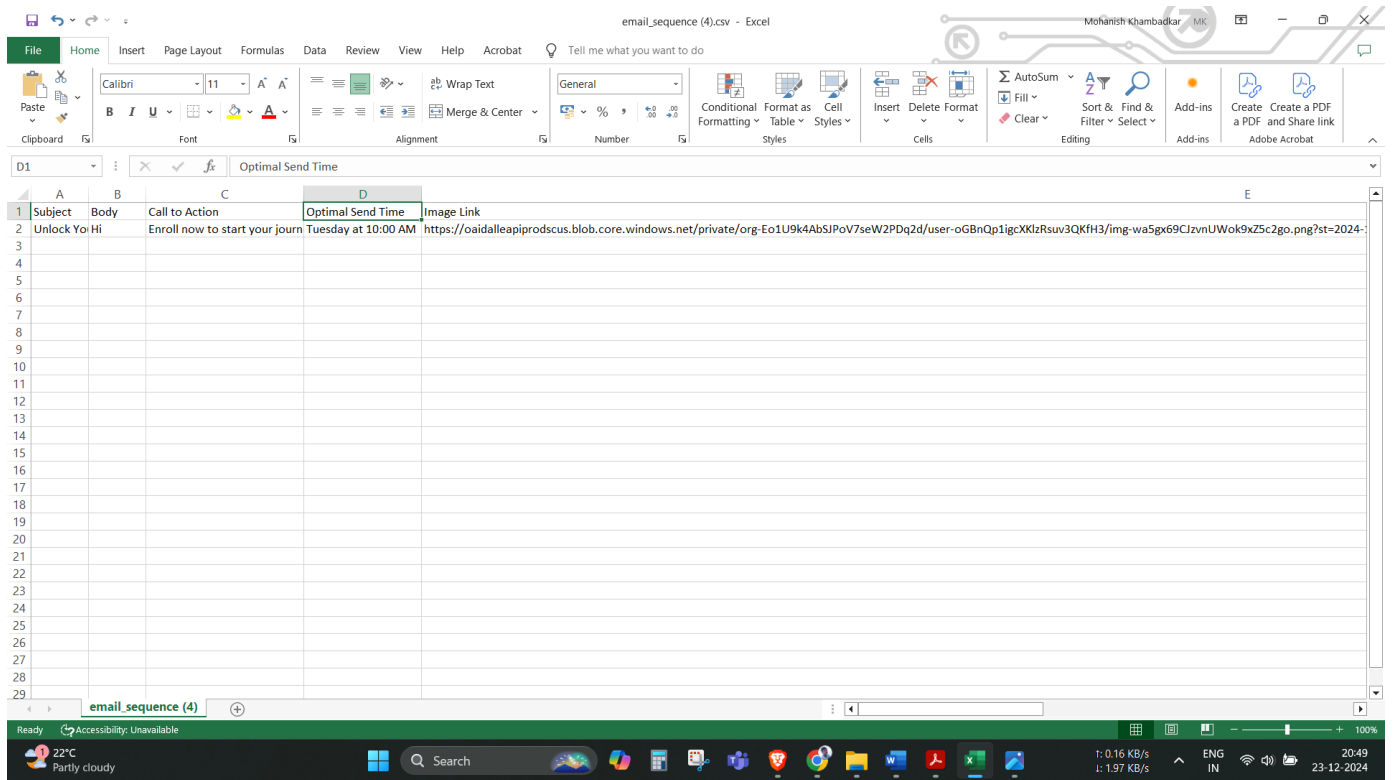
Wait, the magic is happening! ✨

🌟 Your personalized email campaign is being generated... 🌟

- Generated Email is generated with language given, Subject, Body, Call to Action, Optimal Send time.



- Click on Download CSV button it will download CSV which will contain Subject, Body, Call to Action, Optimal Send Time and Image Link.



A/B Testing Implementation:

We have implemented A/B testing and also test but due to limited no. of tokens we have not implemented it in our API below are the key points and tested result.

- **A/B Testing Logic:** The code generates email variations for testing by modifying prompts for distinct outputs.
- **Test Group Tagging:** Each variation is labeled (e.g., "Group A" and "Group B") for clear audience segmentation.
- **Image Generation Impact:** As image generation needs a lot of tokens hence we have not added A/B testing into our actual deployed API code.

```
Enter the details for the email campaign:
Account Name: Mitacademy of engineering
Industry: technical education
Key Pain Points (comma-separated): quality of content
Contacts (comma-separated, format: Job Title|Name|Email): lecturer,shruti dhmal
Campaign Objective: quality over quantity
Number of Emails: 1
Preferred Language (e.g., English, Hindi): english

Generated Email Template:
Generating variation 1...
Generating variation 2...

A/B Test Email Content with Image Links:

Email 1 - Group A:
Subject: Elevate Your Curriculum: Quality Content for Mitacademy
Body: Dear Shruti Dhmal,

At Mitacademy of Engineering, we understand the importance of delivering top-notch technical education. We know that quality content is crucial for engaging students and enhancing learning outcomes. Our tailored solutions focus on refining your cu
Let's discuss how we can help you achieve this transformation.

Best regards,
[Your Name]
Call to Action: Schedule a consultation with our content experts today.
Optimal Send Time: Tuesday at 10:00 AM
Image Link: https://oaidalleapiprodscus.blob.core.windows.net/private/org-Eo1U9k4Ab5JPoV7seW2PDq2d/user-oG8nOp1gcXKzRsuV3QKfh3/img-jnERVy1ADeKRVFRB17z1Wt02.png?st=2024-12-23T1333A02X3A147&se=2024-12-23T153A02X3A147&sp=r&sv=2024-08-04&sr=b&rscd=

Email 2 - Group B:
Subject: Elevate Your Curriculum with Quality Content
Body: Dear Shruti Dhmal,

At Mitacademy of Engineering, we understand the importance of delivering top-notch content to your students. In the realm of technical education, quality trumps quantity. Our resources are designed to enhance your curriculum, ensuring your student
Best regards,
[Your Name]
Call to Action: Explore our quality-focused resources today.
Optimal Send Time: Tuesday at 10:00 AM
Image Link: https://oaidalleapiprodscus.blob.core.windows.net/private/org-Eo1U9k4Ab5JPoV7seW2PDq2d/user-oG8nOp1gcXKzRsuV3QKfh3/img-5Db4evtfmT44fCBAf0i163d.png?st=2024-12-23T1333A02X3A307&se=2024-12-23T153A02X3A307&sp=r&sv=2024-08-04&sr=b&rscd=
```

```
Email 3 - Group B:
Subject: Transform Your Teaching with Superior Content
Body: Hello Shruti Dhmal,

We know that as a lecturer at Mitacademy of Engineering, providing high-quality content is crucial. Our solutions focus on enriching your teaching materials, prioritizing quality over quantity. Let's collaborate to transform your educational offer.

Warm regards,
[Your Name]
Call to Action: Discover our premium content solutions now.
Optimal Send Time: Thursday at 10:00 AM
Image Link: No Image Generated
```

In above images testing has done for A/B testing and responses are generated as Group A and Group B and in Email 3 with the help of A/B testing email is generated but due to limited tokens there is problem in generating image and for that issue we have not integrated it in our api and website.

Innovation/Special Features added:

1. Optimal Send Time.
2. Formated CSV download using download link
3. Supporting multilingual languages.
4. Image generation according to input data and can see in generated email.

Some Features that we could also implement :

1. Directly sending Emails from our UI.
2. Using web scrapping for getting more information for bit more personalize email.
3. Suggestion in pain points and campaign objectives

Google Drive Link

https://drive.google.com/drive/folders/1gv63VMF38h3drKFO57wEegge2louyC-d?usp=drive_link

GitHub Repository Link

<https://github.com/Mohanish-5744/OS-Hackathon-FinalAssignment-DriftCampaign-Mohanish.git>

Video Presentation Link

https://drive.google.com/drive/folders/1-etDLkSfDZg1ntzPVQExyfM9hm4mg8HZ?usp=drive_link

Website Deployed Link

<https://onlinesaleshackathon.netlify.app/>

Backend Deployed Link

<https://onlinesales-api-maildriftcampaign.onrender.com/>