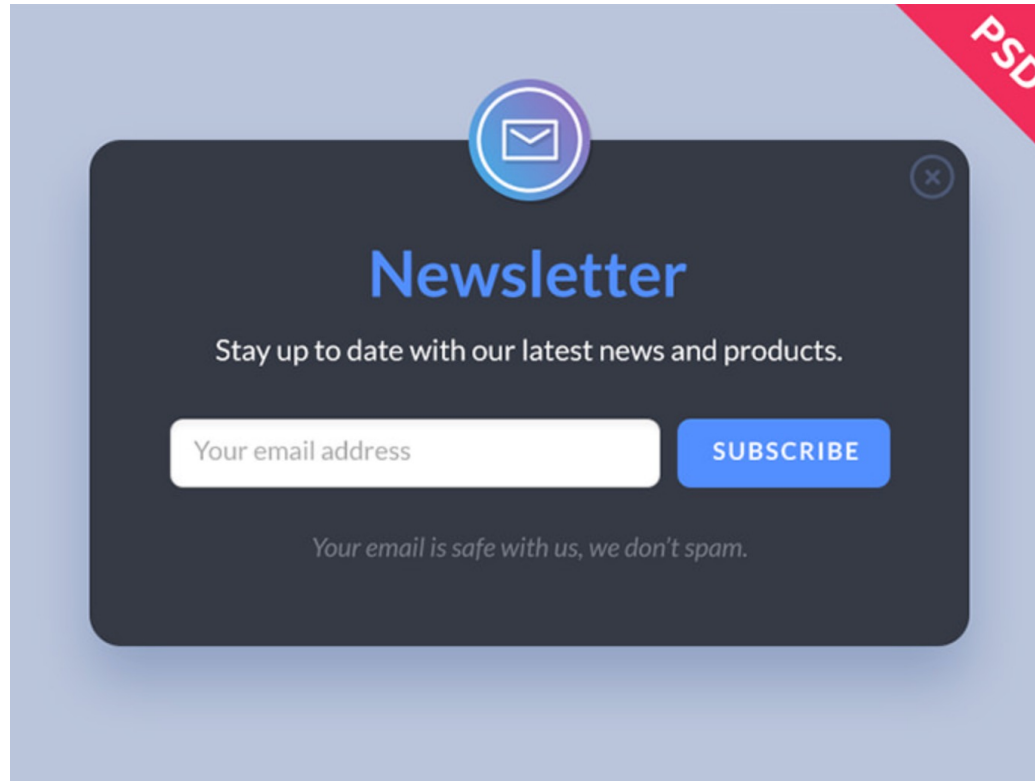



# Newsletter

Data model and process flow

# HTML FORM



PSD



**Newsletter**

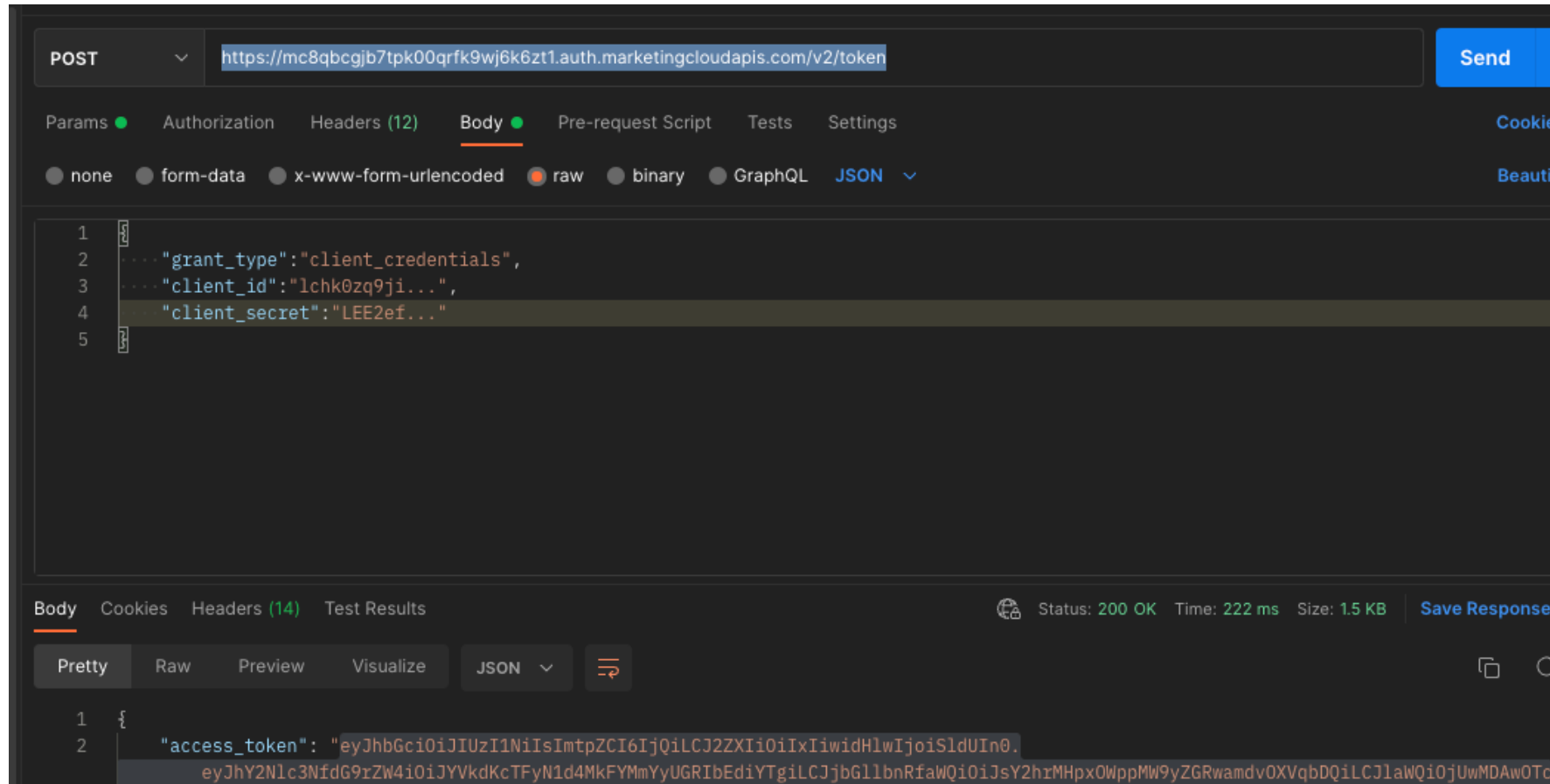
Stay up to date with our latest news and products.

**SUBSCRIBE**

*Your email is safe with us, we don't spam.*

This image shows a dark-themed newsletter subscription form. At the top center is a circular icon with a white envelope. Below it, the word "Newsletter" is written in a bold blue font. Underneath is a line of text: "Stay up to date with our latest news and products." This is followed by a white text input field containing the placeholder text "Your email address". To the right of the input field is a blue button with the word "SUBSCRIBE" in white capital letters. At the bottom of the form, there is a line of italicized text: "Your email is safe with us, we don't spam." The entire form is set against a light blue background. In the top right corner of the background, there is a red triangular banner with the text "PSD" in white.

# Rest API call to SFMC - credentials



Rest API  
call to  
SFMC –  
upsert  
newsletter  
subscriber

```
POST https://mc8qbcgjb7tpk00qrfk9wj6k6zt1.rest.marketingcloudapis.com/contacts/v1/contacts

Params Authorization Headers (10) Body Pre-request Script Tests Settings
none form-data x-www-form-urlencoded raw binary GraphQL JSON

{
  "values": [
    {
      "name": "Email-Address",
      "value": "ryszardd@genus.one"
    },
    {
      "name": "HTML-Enabled",
      "value": "true"
    }
  ],
  "items": [
    {
      "name": "Email-Demographics",
      "items": [
        {
          "name": "Newsletter",
          "value": true
        }
      ]
    }
  ]
}

Body Cookies Headers (15) Test Results Status: 200 OK
Pretty Raw Preview Visualize JSON

{
  "operationStatus": "OK",
  "rowsAffected": 2,
  "contactKey": "ryszardd@genus.one",
  "contactID": 2396861,
```

# Results in Marketing Cloud Email Studio - All Subscribers List

The screenshot displays the Salesforce Marketing Cloud Email Studio interface. The top navigation bar includes 'Email', 'marketing cloud', 'Calendar', and 'Campaigns'. Below this is a row of icons for various tools: Email Studio, Mobile Studio, Social Studio, Advertising Studio, Web Studio, Interaction Studio, Analytics Builder, Journey Builder, Content Builder, Audience Builder, and Einstein. The left sidebar shows a tree view with 'Email' selected, containing 'My Subscribers' (with 'All Subscribers' highlighted), 'My Lists', 'My Groups', 'Publication Lists', 'Suppression Lists', 'Profile Management', 'Preference Management', 'Data Extensions', and 'Finland'. The main content area is titled 'All Subscribers' and contains a table of subscriber data. A search overlay is active, showing search criteria and results.

**Search Subscribers**

Look for : **Subscribers** In : **All Subscribers** **Browse**

Criteria

Search where : **Subscriber Key**

Is equal to : **ryszardd@genus.one**

**Find Now**

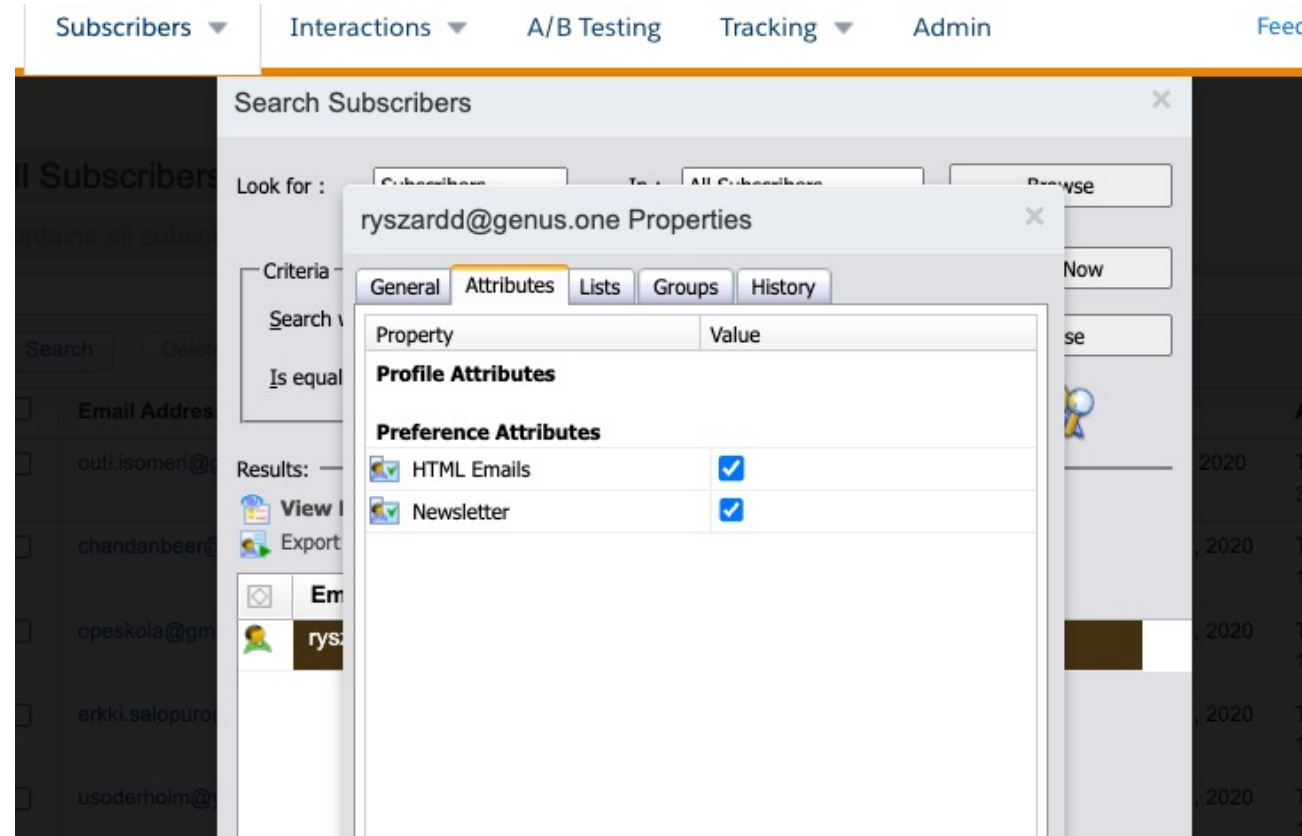
**Close**

**Results:**


**View Properties** **Delete Subscriber** **Export** **Copy**

Email Address	Subscriber Key
ryszardd@genus.one	ryszardd@genus.one

# Newsletter preference




# Parsing results to data extensions with query


 Automation Studio

Overview

Activities




Feedback

 TEST

 Ryszard Rogalski

ALL ACTIVITIES > SQL QUERY

Newsletter

Run Once

CONFIGURATION

ACTION LOG

### Properties

Name	Newsletter
External Key	aac17015-1690-4d6b-910d-c42694cf26a7
Folder Location	Query/Newsletter
Description	

### Target Data Extension

Data Extension	Newsletter
Data Action	Overwrite

### SQL Query

```
1 SELECT subscriberKey, EmailAddress, Newsletter,
2 CASE
3   WHEN m.Email <> NULL THEN 1
4   ELSE 0
5 END AS IsNewsletterOnlyCustomer
6
7 FROM ENT._Subscribers AS s
8 INNER JOIN ENT._EnterpriseAttribute AS a
9   ON a._SubscriberId = s.SubscriberId
10
11 LEFT JOIN Master_Contacts AS m
12   ON m.Email = s.EmailAddress
13 WHERE Newsletter = 1
```

# Results visible within Sendable Data Extensions

1D783664-55C7-4AAC-8145-ECD3442578C7

07/26/2022 4:46 PM

07/26/2022 4:54 PM

Newsletter [Change Location](#)

Sendable

USED FOR SENDING  
Yes

USED FOR TESTING  
No

[Edit](#)

SUBSCRIBER RELATIONSHIP  
SubscriberKey relates to subscriber on Subscriber Key

ROOT DATA

☐ Use as root

CONTROL SETTINGS

[Edit](#)

DATA RETENTION

[Edit](#)

Delete Data Extension Permissions

Turned Off

1  
Records

[Export](#) [Import](#)

LAST REFRESHED  
Never


Attributes

[+ Create Attribute](#)

Name	Default Value	Length	Nullable	
ABC SubscriberKey		254	No	
EmailAddress		254	Yes	
123 Newsletter			Yes	
<u>IsNewsletterOnlyCustomer</u>			Yes	



# Results visible within Sendable Data Extensions

 Contact Builder

Data Designer

All Contacts


Data Sources


Data Extensions

Imports

Contacts Configuration



Feedback

 TEST ▾

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[Data Extensions](#) [Newsletter](#) [Newsletter](#)

Newsletter

Properties

Records

SubscriberKey ▾ Search  

Import

Export

Edit Record

Clear Record



Clear Records


+ Add Record

<input checked="" type="checkbox"/>	SubscriberKey	EmailAddress	Newsletter	IsNewsletterOnlyCustomer
<input checked="" type="checkbox"/>	ryszardd@genus.one	ryszardd@genus.one	1	False


# Newsletter Journey

One time send with new content created by content creator


 Journeys Dashboard > Journey  
New Journey - July 26 2022 at 10:57 AM 

What do you want to build? 

Need more options? Use a pre-built [journey template](#).




**Multi-Step Journey**  
Build a journey that sends messages across any channel based on marketing logic and audience behavior.



**Single Send Journey**  
Quickly build and send a single personalized message in any available channel.

☒ Email ☐ SMS ☐ Push



**Transactional Send Journey**  
Instantly send messages once an event occurs. Trigger personalized transactional messages with an API event.

[Cancel](#) [Create](#)

# Newsletter Journey

One time send with new content created by content creator

Journeys Dashboard > Journey  
New Journey - July 26 2022 at 10:57 A... >

Version 1 Save

### Schedule Type

Choose how frequently contacts should enter the journey.

#### Run Once

Run the journey only one time

#### Recurring

Run the journey at customized intervals

#### Automation

Run the journey after an automation completes

#### DATA EXTENSION

DATA EXTENSION NAME  
Newsletter

RECORD COUNT  
1


#### Schedule

Not Yet Scheduled

Cancel Select

# Different path for existing customer possible



Journeys Dashboard > Journey



New Journey - July 26 2022 at 10.57 A...  >


↶

↷

Version 1 ▾






 ▾

Save ▾

Validate

Test

Activate




Decision Split

\* Is Existing Customer

Is Existing Customer

Drag Attributes into the Filter Expression to determine which contacts follow this path.

Attributes

Search 

🏠

←

Entry: New Journey - July 26 2022

EmailAddress

TEXT

IsNewsletterOnlyCustomer

BOOLEAN

Newsletter

NUMBER

Filter Criteria

↶

↷

Clear


PATH: JOURNEY DATA > ENTRY: NEW JOURNEY - JULY 26 2022 AT 10.57 AM

IsNewsletterOnlyCustomer

is ▾

True ▾

☐

Add an attribute to compare. 

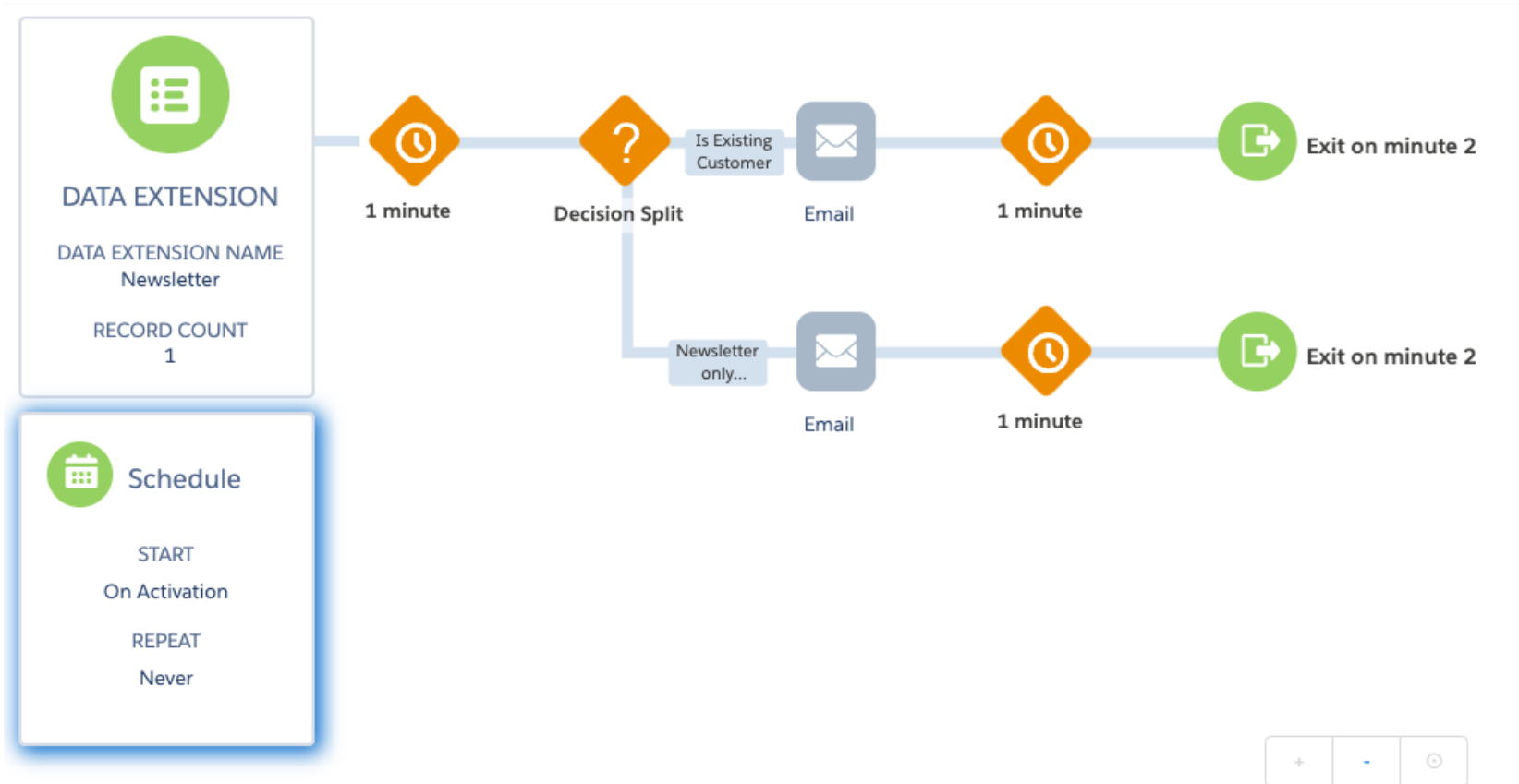
Cancel

Done

Drag attributes here...

# Newsletter Journey draft

new version can be created each week



# User can manually unsubscribe/subscribe back via Marketing Cloud standard profile center

