

LLD - Email Campaign MS

- Design matching
- entities + interactions
- opensource implementation

Email Campaign MS

- engagement
- = DAU, MAU
- Email, Social media

Flipkart

↳ email campaign

↳ adhoc

↳ periodic

- 10th April

- 20th April

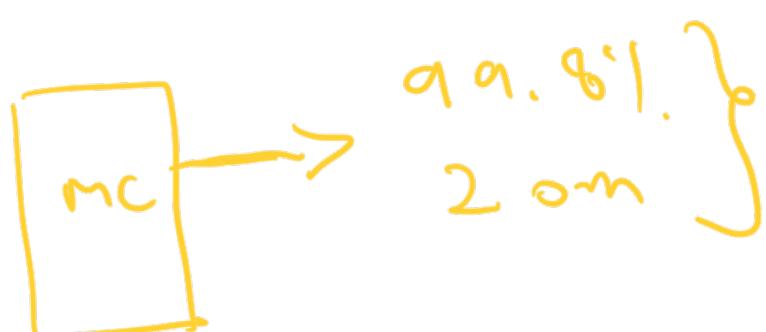
- 30th

- 10th May

Mailchimp

= 10 billion \$

SLA - Service Level Agreements



① ECMS → businesses. → Flipkart
Scalene
Google

② users → employees

③ We need to have multiple
types of accounts

= RBAC

④ Roles - Admin
- Viewer

⑤ - [A-H] Dear [x,y,z]



Parametrisation

Dear \$1
You're going down \$2

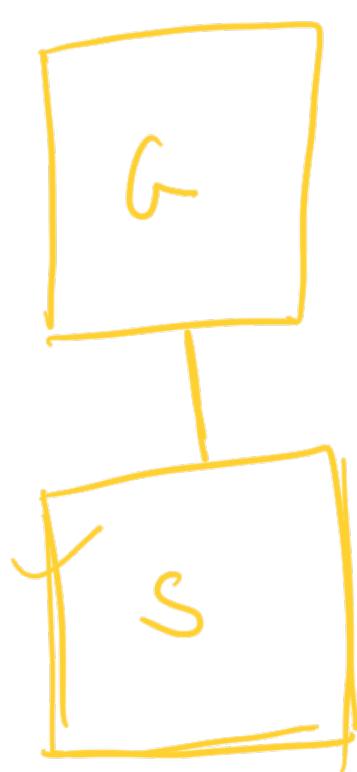
3

variables

There is an need to have templates
with dynamic input

⑥

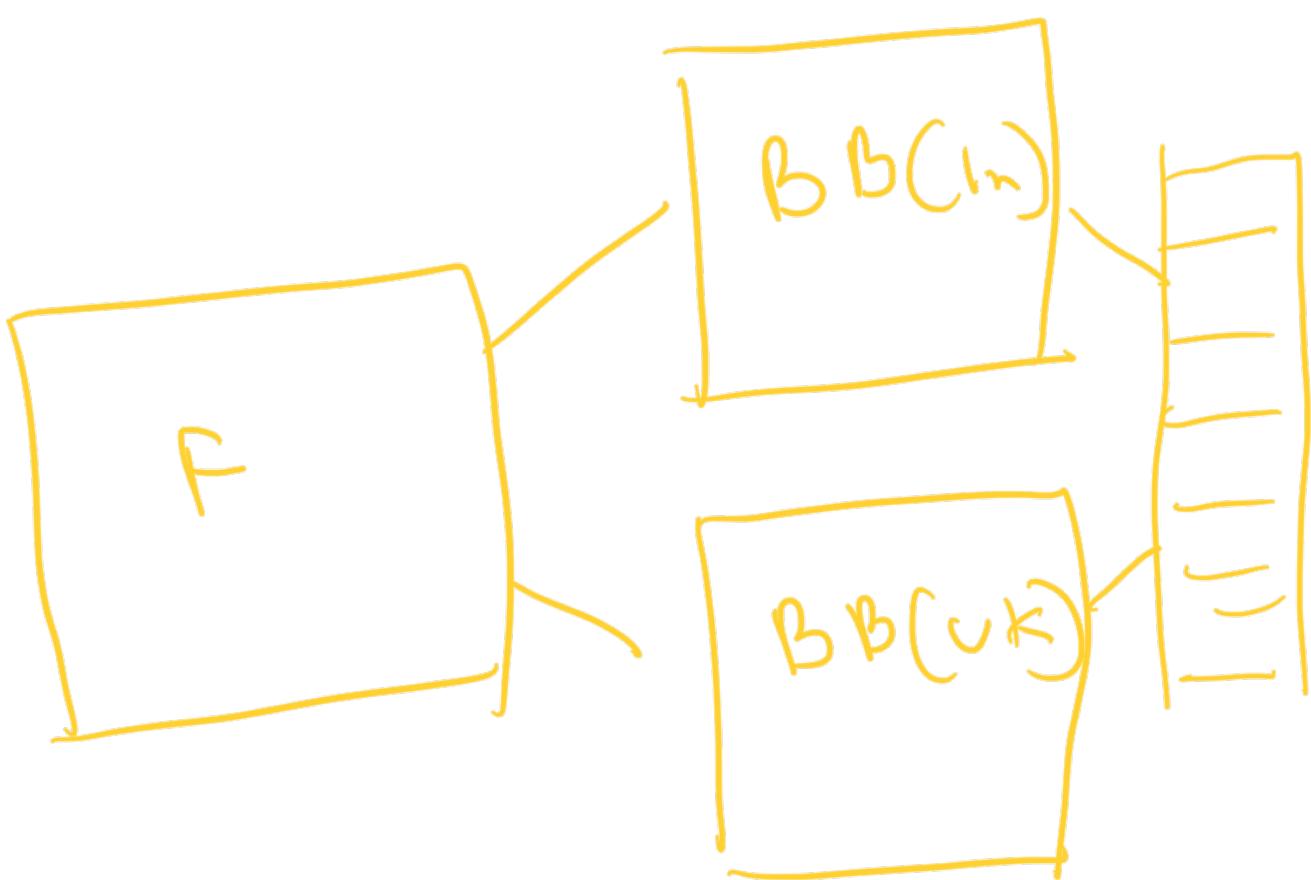
Subscribers



Subscription

- ① tanmoy@2
- ② tanmoy@2

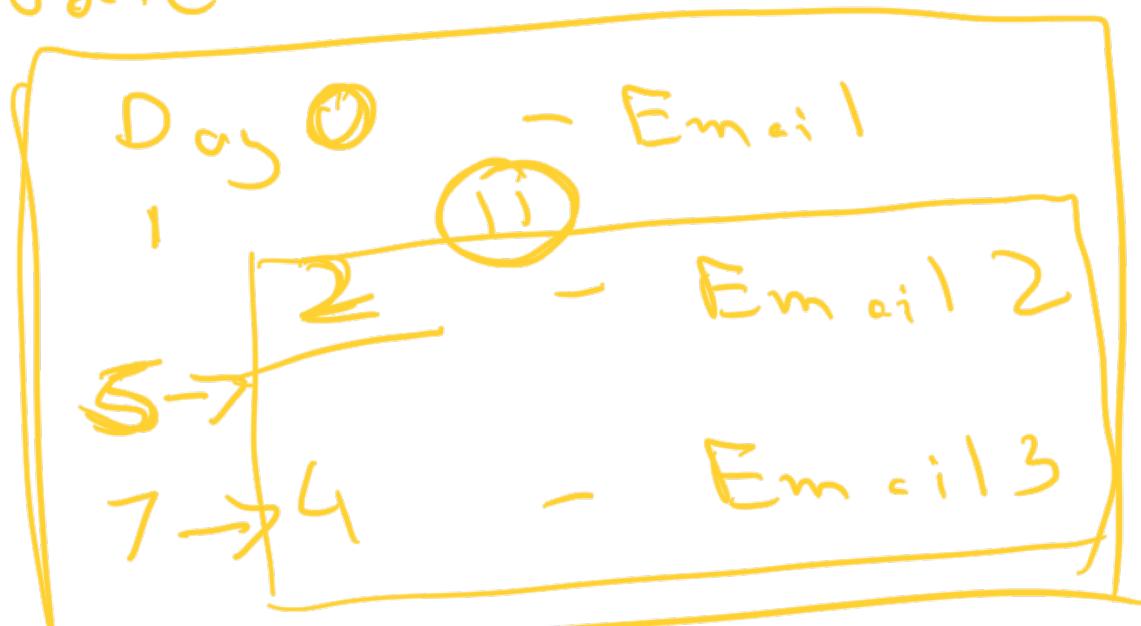
For each company



Campaign \rightarrow subscriber

- Adhoc campaigns

- Periodic



- Pause campaign

Subscribers

↳ subscribe

→ unsubscribe

Day 1

Day 2

Day 3

new
subscription

cutoff <

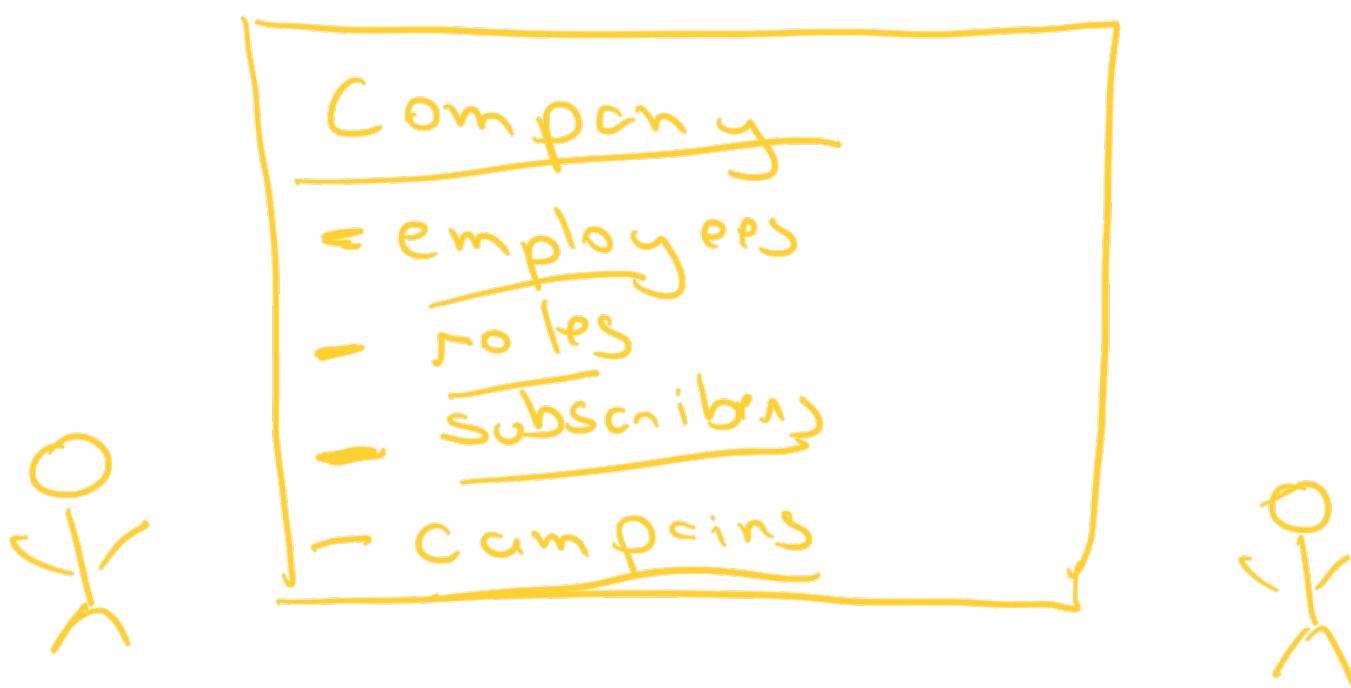


Entities

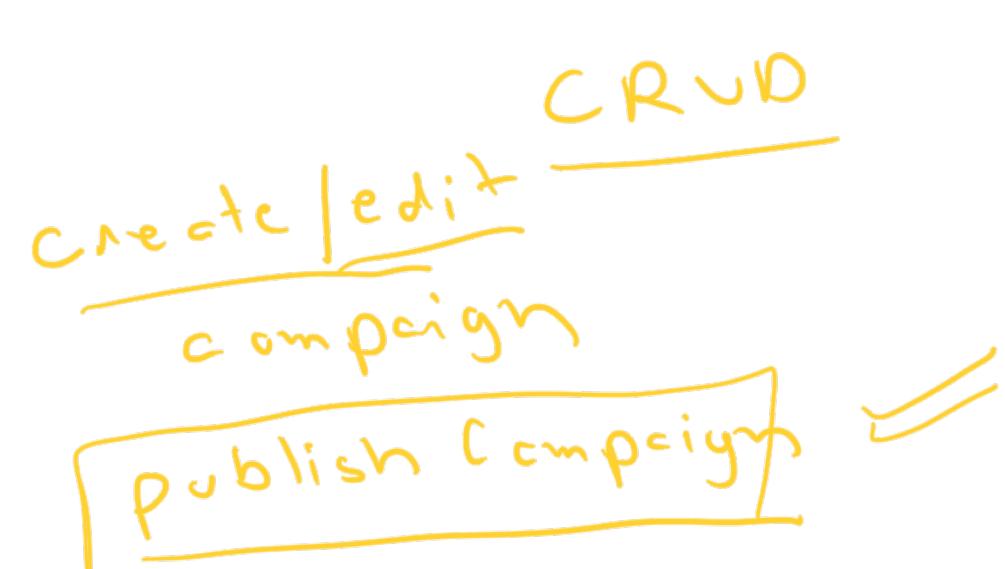
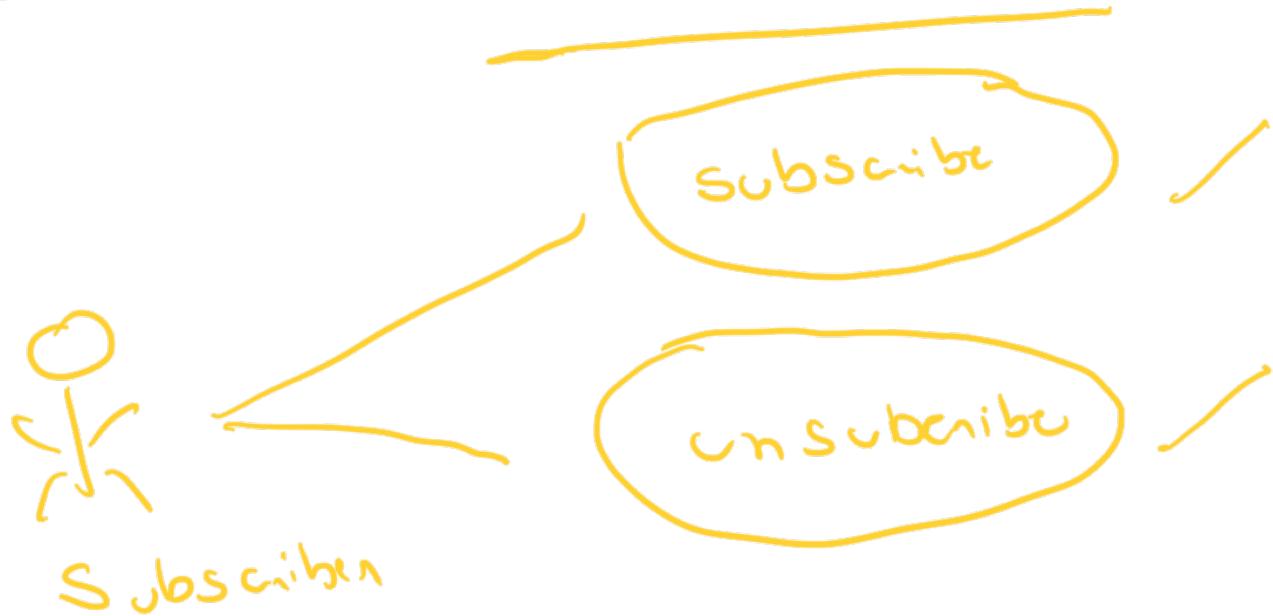
Actions

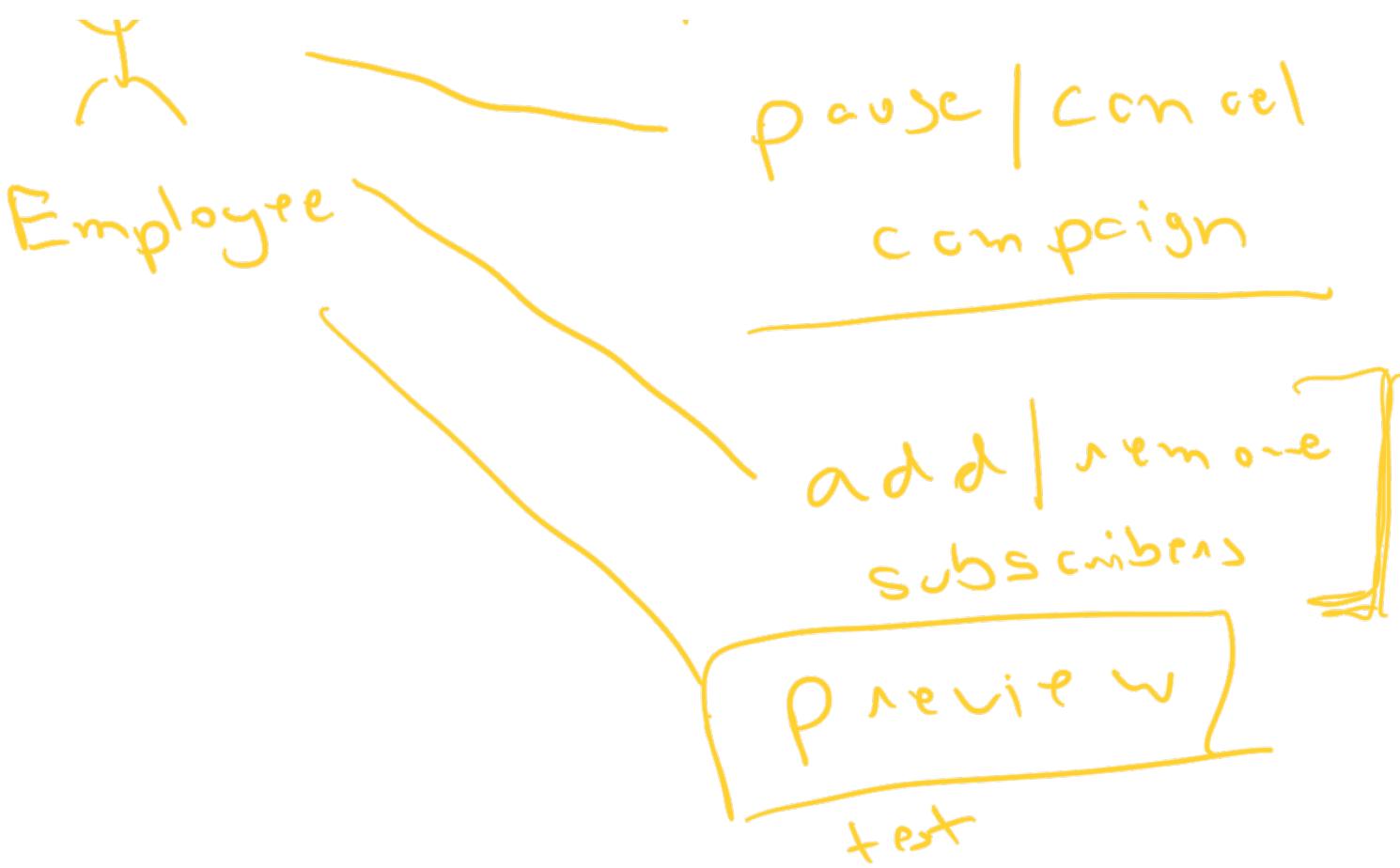


→ system

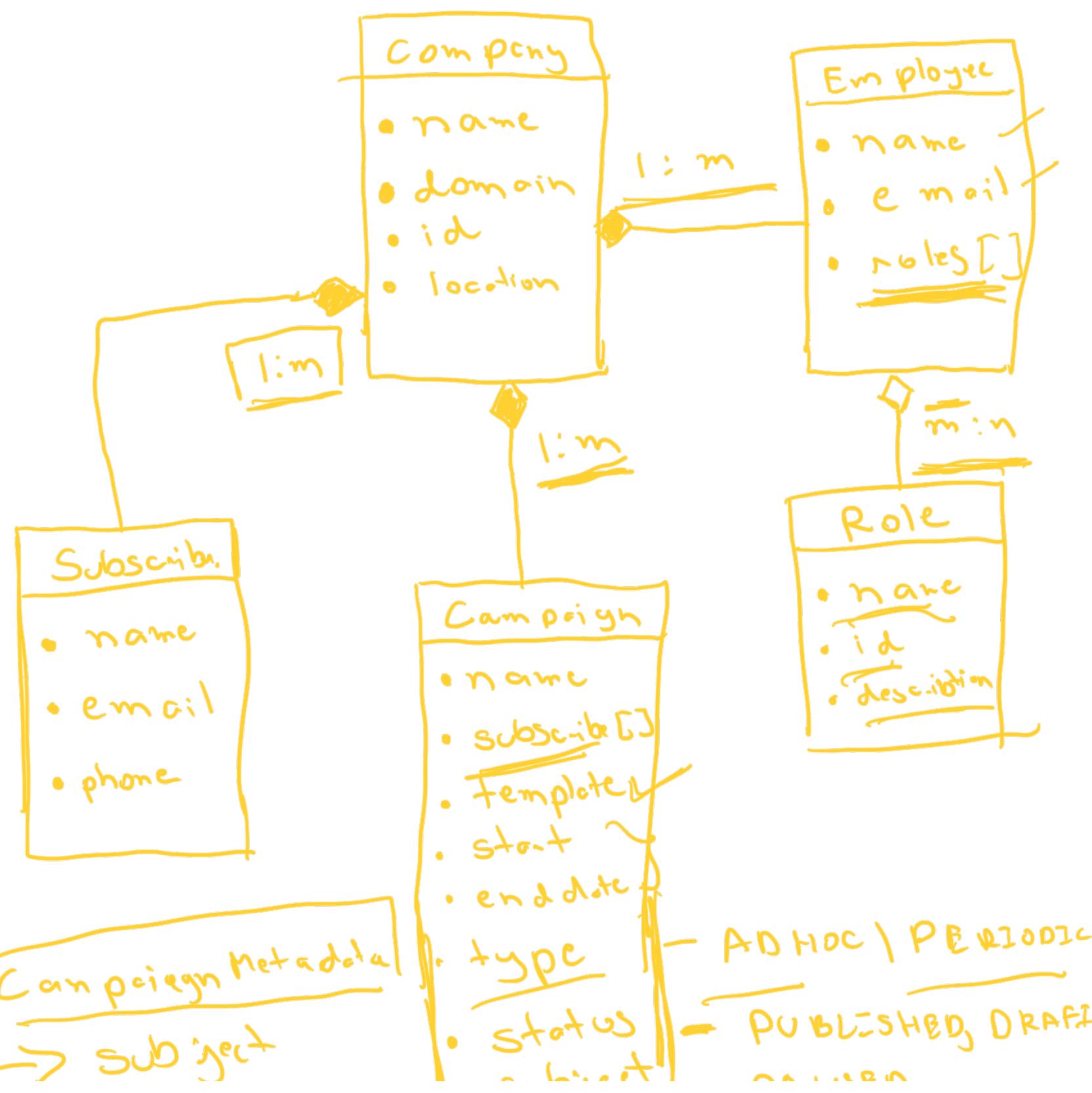


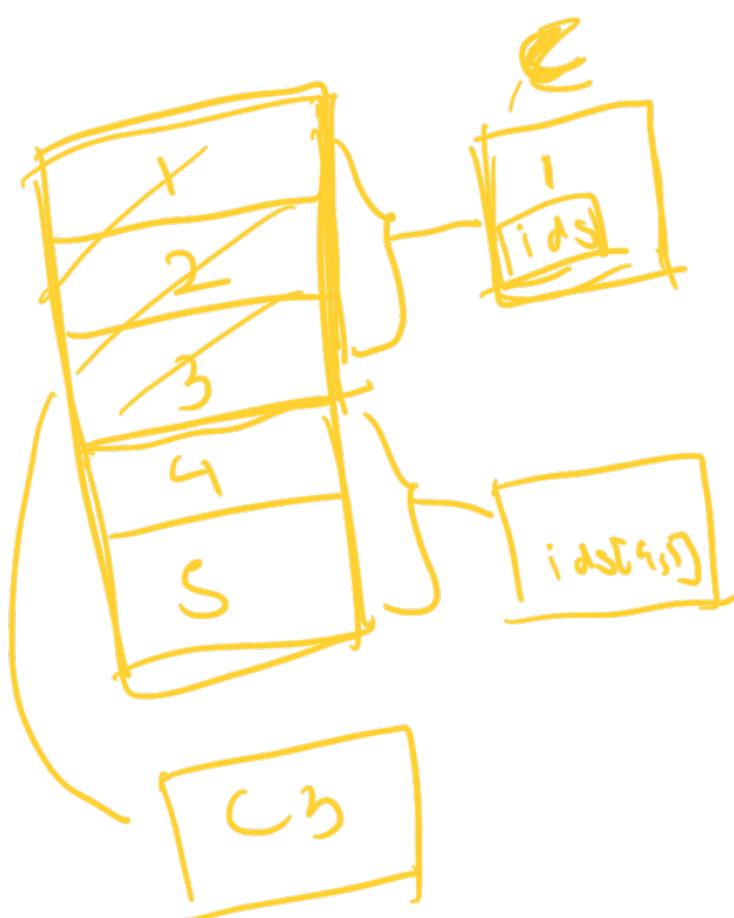
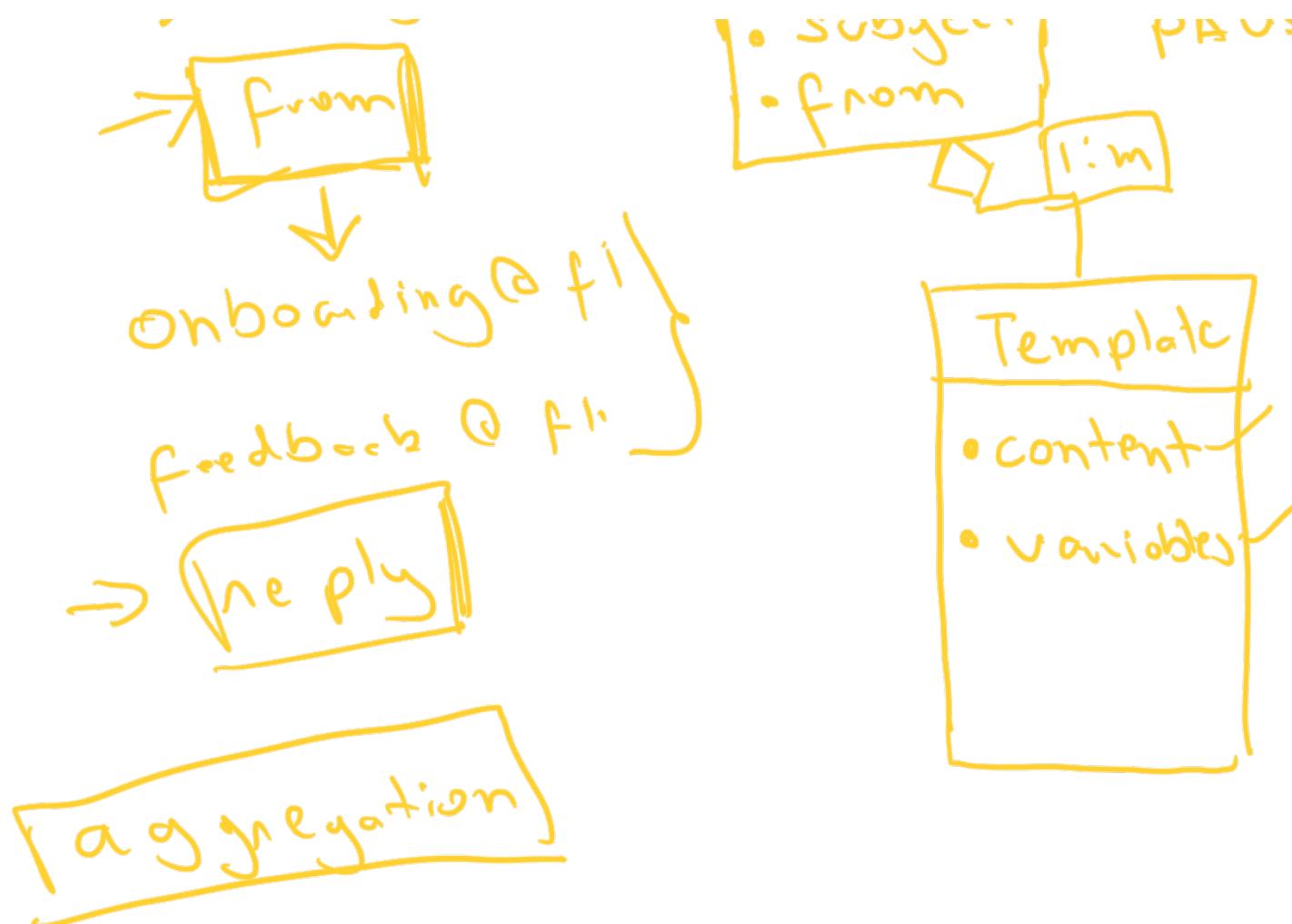
Subscribers



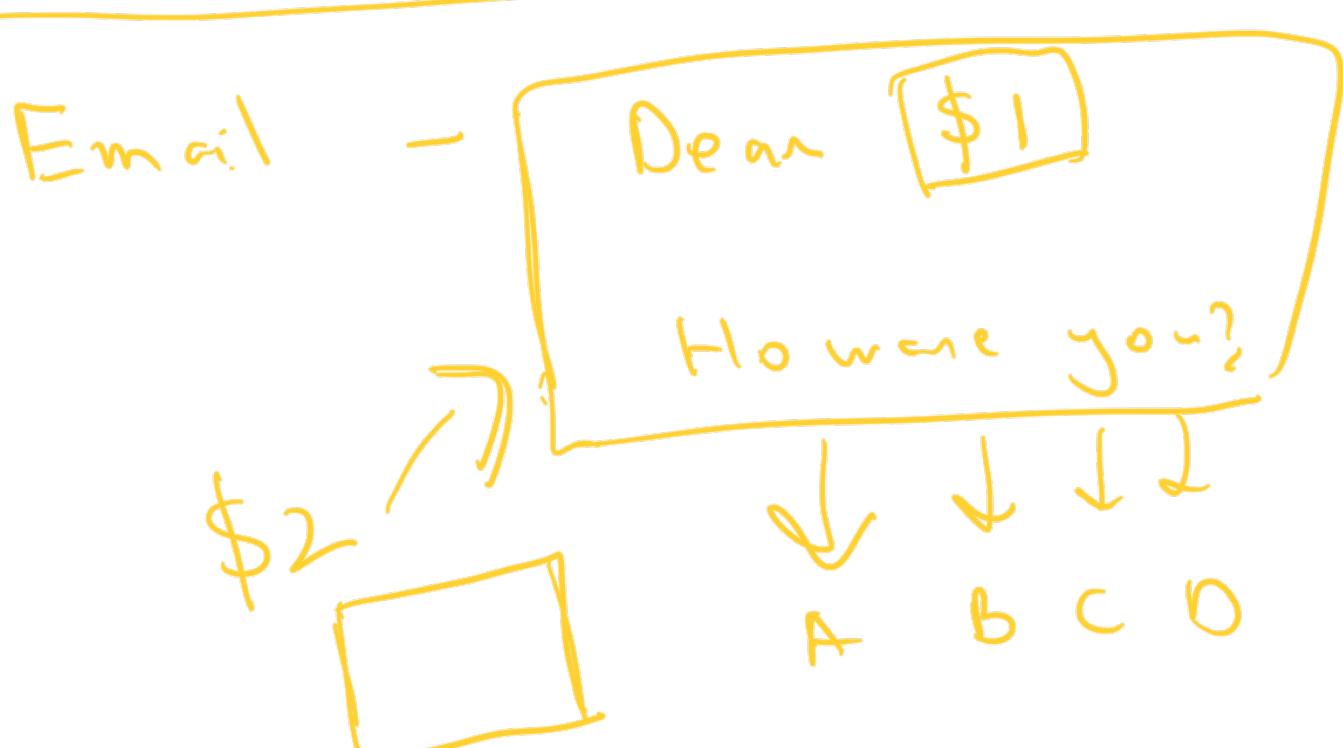


Class Diagram





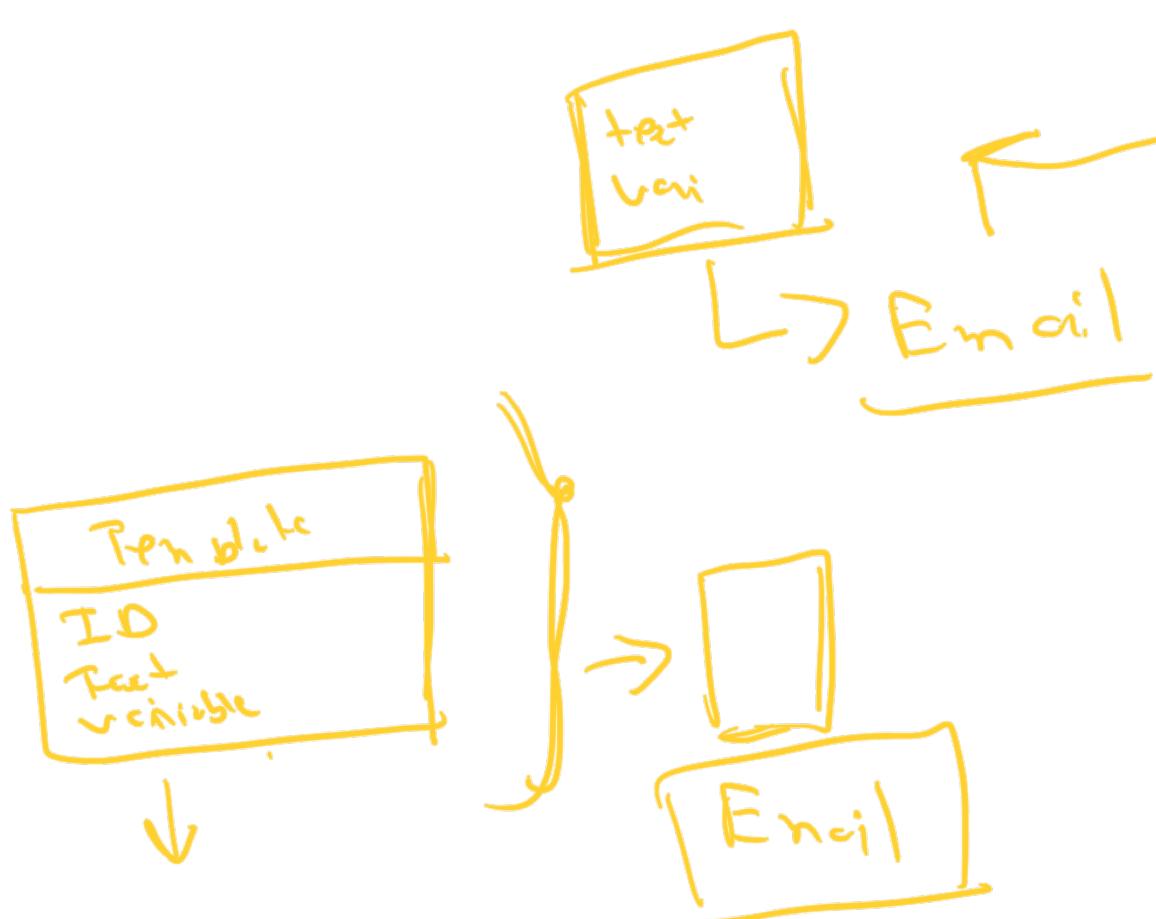
{ This is \$1
 }
 variable - [Flip]



Onboarding

→ F D A C

↳ publish (companionId, text, variables)



publish()

→ companionId

↳ template

↳ subscribers

↳ startDate

↳ metadata

→ variables + template
+ metadata

= Email



6:10

6:15

10:45

Rest API

Employee

= CRUD campaign

Create
Read
Update
Delete

CLI
API



FE

Indie

API call



BE

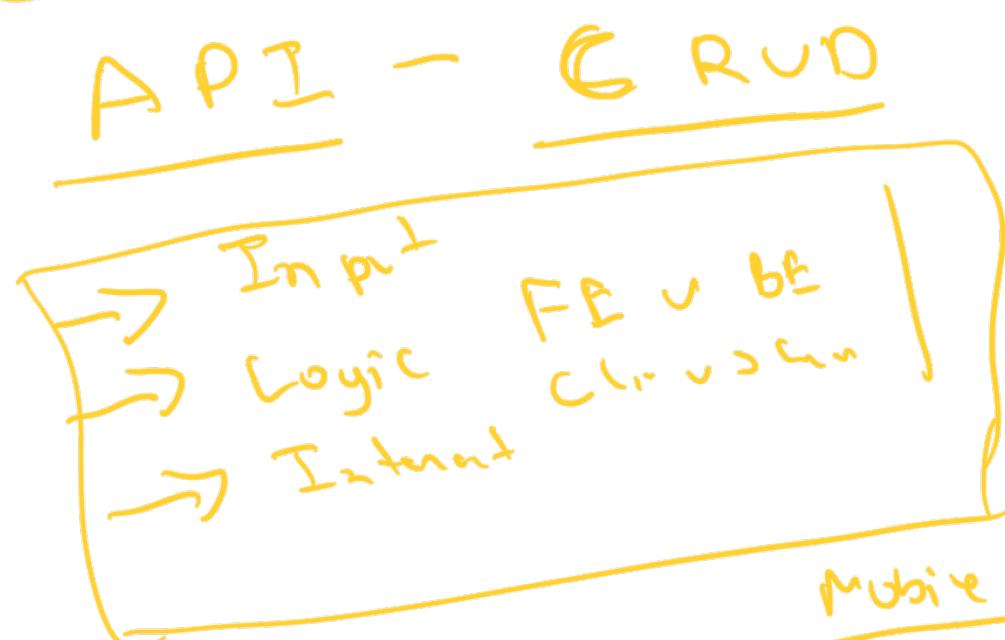
Virginia US



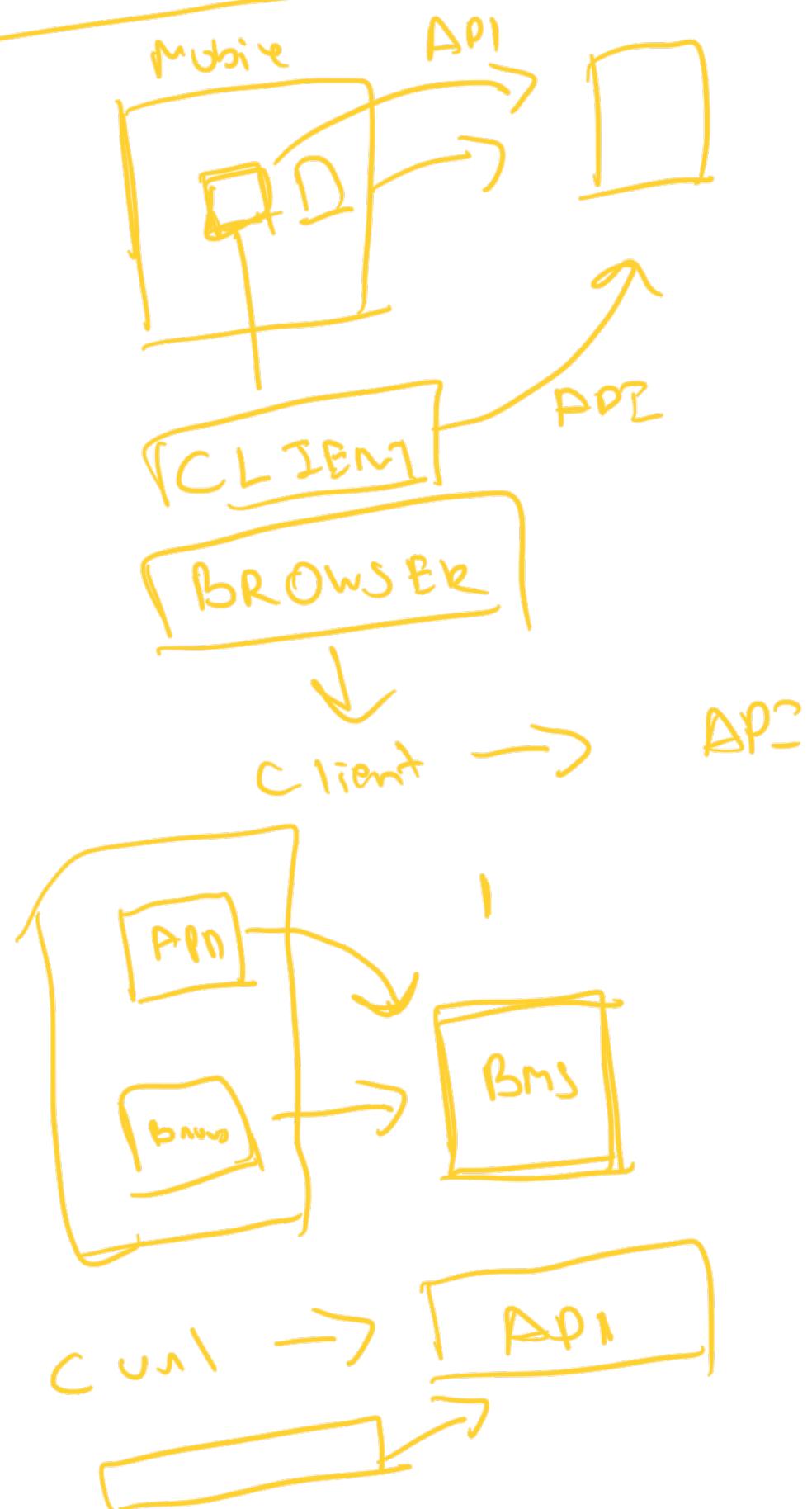
network

to companion ↑

↳ ecms create campaign



API
- CRUD



CREATE
A CAMPAIGN

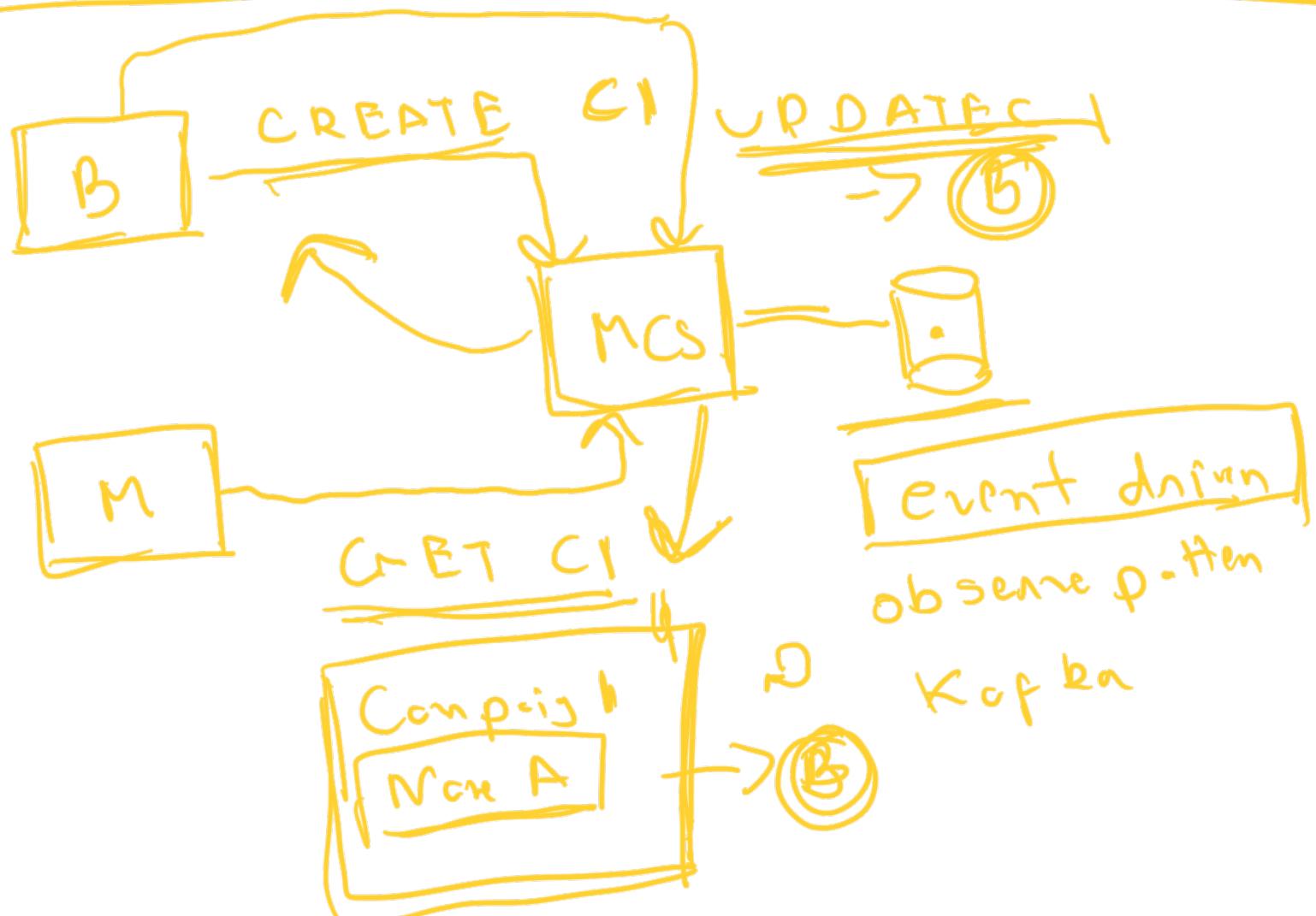


Rest APIs ✓

→ SOAP ✗

→ GraphQL { }

→ RPC



REST

