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jss.ma/country



jss.ma/rock



jss.ma/rnb

Working with JSS Marketing Automation

Presented by:
Corey Smith and
Rick Bauer

PERFICIENT/digital

Originally seen at



SYMPOSIUM
ORLANDO

#SitecoreSYM

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What you will see here today



The Backstage Pass

@sitecorey - *The JSS Gold Master*



The Author Perspective

@sitecordial — *Friend of the JSS Gold Master*

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XSLT

What is JSS?



Web Forms



What is JSS?



MVC

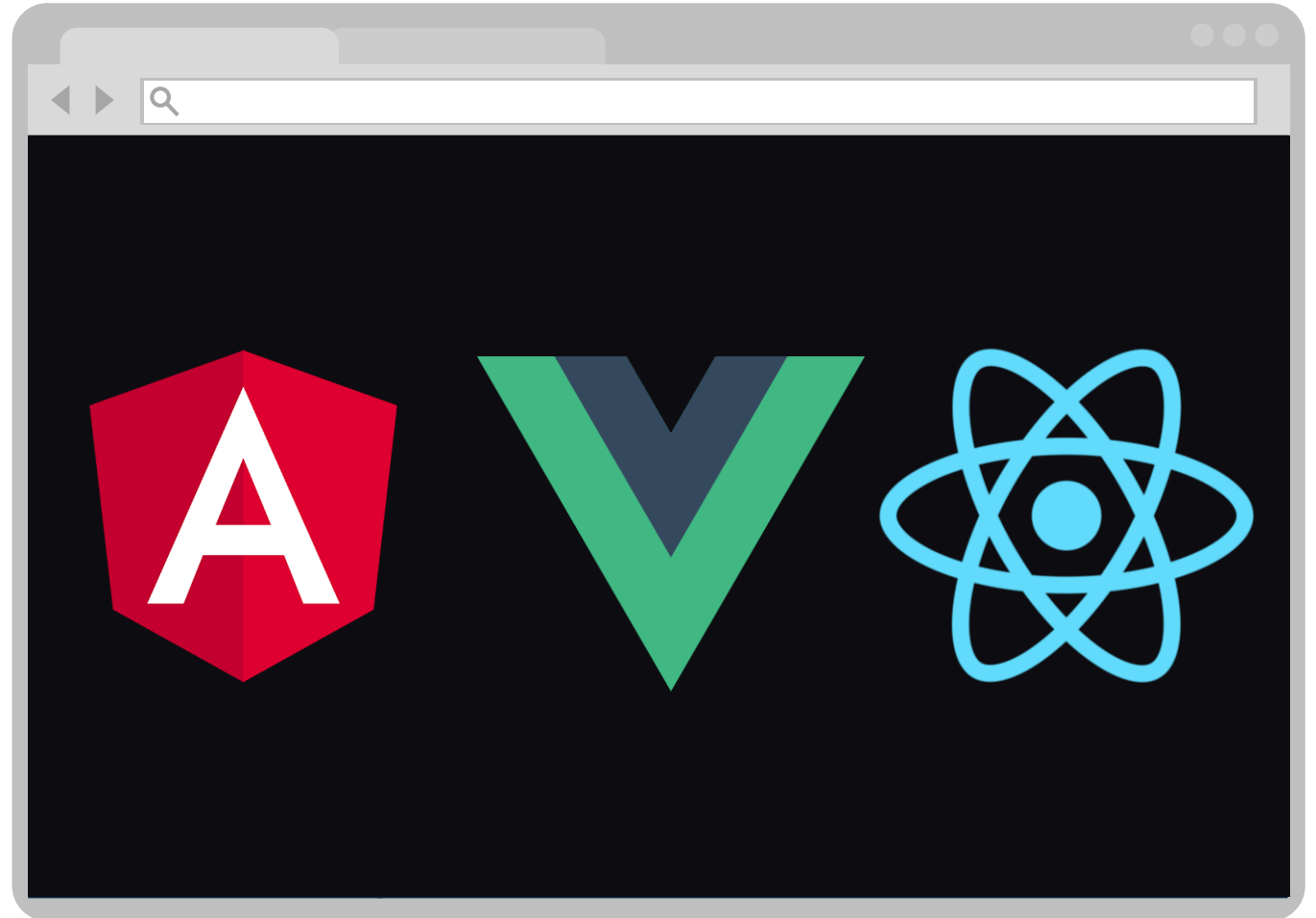


What is JSS?

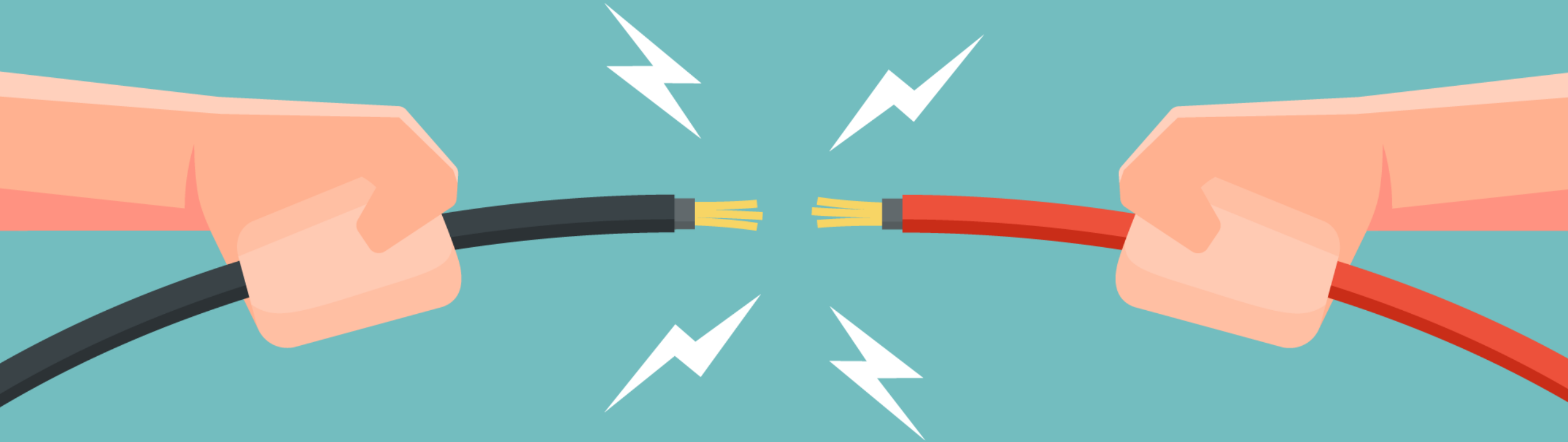


Benefits of JSS

Rich client-side apps
Front-end Developers



Disconnected Mode



Analytics cookie



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Analytics cookie

`@Html.Sitecore().VisitorIdentification()`



Analytics cookie

<VisitorIdentification />



Analytics cookie

```
public class FormController : ApiController
{
    public IHttpActionResult Post(FormData data)
    {
        Tracker.Current.Session.IdentifyAs("website", data.email);
    }
}
```

Analytics cookie

```
function submitForm(formData) {  
  return fetch('/form', {  
    method: 'POST',  
    credentials: 'same-origin',  
    headers: {  
      'Content-Type': 'application/json'  
    },  
    body: JSON.stringify(formData)  
  });  
}
```




Anti-forgery tokens

```
<form action="/form" method="post">  
    @Html.AntiForgeryToken()  
    <input type="text" name="firstName" />  
    <input type="text" name="lastName" />  
    <input type="email" name="email" />  
    <input type="submit" value="Submit" />  
</form>
```

Anti-forgery tokens

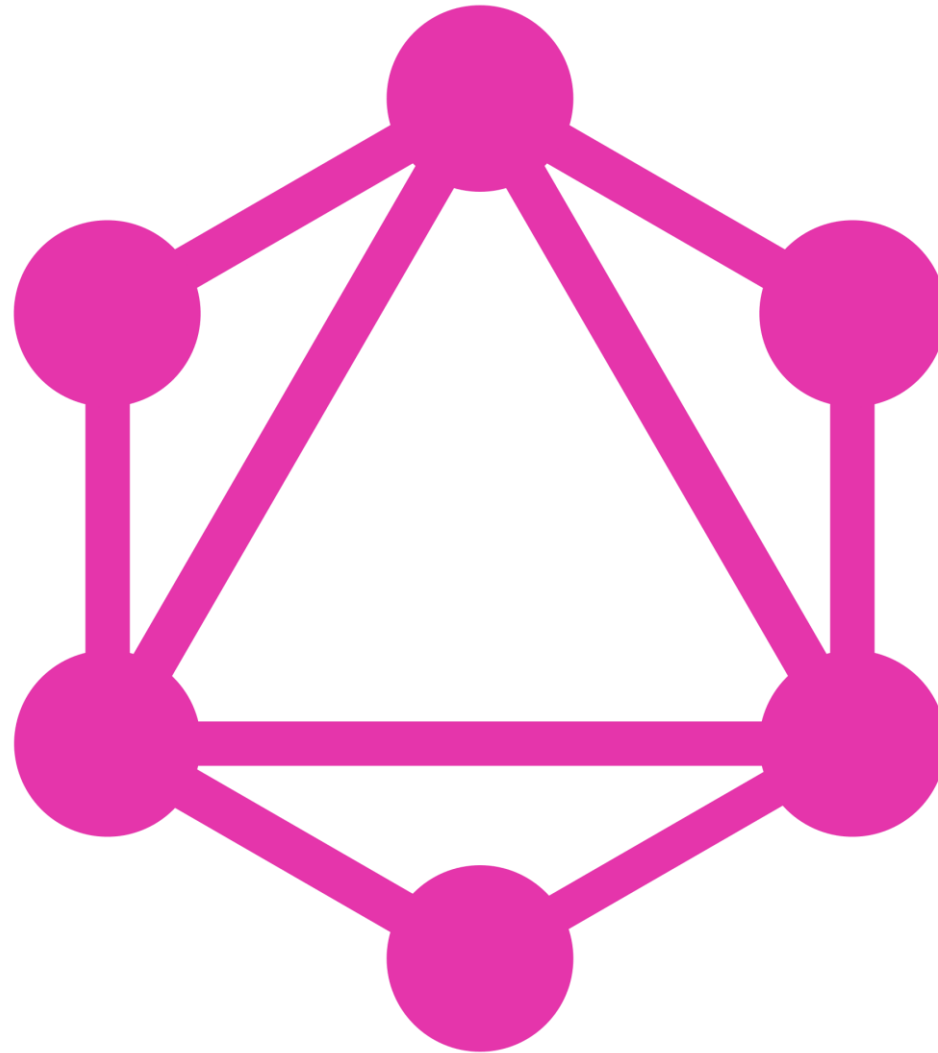
```
public class FormController : Controller
{
    [HttpPost]
    [ValidateAntiForgeryToken]
    public ActionResult Index(FormData data)
    {
        // save data
        return View(data);
    }
}
```


Anti-forgery tokens

jss.ma/csrf



Reshape data with GraphQL



Reshape data with GraphQL

```
"outcomes": [
  {
    "id": "52054874-4767-47dc-8099-8c08bfa307aa",
    "fields": {
      "Monetary Value Applicable": {
        "value": false
      },
      "Description": {
        "value": ""
      },
      "Image": {
        "value": {}
      },
      "IsLiveEvent": {
        "value": false
      },
      "IsSystem": {
        "value": false
      },
      "Name": {
        "value": "Marketing Lead"
      },
      "Points": {
        "value": "0"
      },
      "Show in Xfile as Latest Event": {
        "value": true
      },
      "Show in Xfile events list": {
        "value": true
      },
      "Group": {
        "id": "605c0647-a77f-4beb-aa92-00112af582e7",
        "url": "/sitecore/system/Marketing-Control-Panel/Taxonomies/Outcome-group/Lead-management-funnel",
        "fields": {
          "Code": {
            "value": ""
          },
          "Description": {
            "value": ""
          },
          "Image": {
            "value": {}
          }
        }
      }
    }
  }
]
```

```
"goals": [
  {
    "id": "f9557044-c863-48df-b2cd-c48ac4316ae7",
    "fields": {
      "Category": {
        "value": ""
      },
      "IsAuthorFeedback": {
        "value": false
      },
      "IsFailure": {
        "value": false
      },
      "IsGoal": {
        "value": true
      },
      "Rule": {
        "value": ""
      },
      "Goal facet 1": {
        "id": "a9ba579c-7b11-4135-a090-7c973562f346",
        "url": "/sitecore/system/Marketing-Control-Panel/Taxonomies/Goal-facet-1/Color/Fulvous",
        "fields": {
          "Code": {
            "value": "08"
          },
          "Description": {
            "value": "Fulvous - the orange color you see in duck and owl feathers"
          },
          "Image": {
            "value": {}
          }
        }
      },
      "Goal facet 2": null,
      "Goal facet 3": null,
      "Marketing asset": null,
      "Description": {
        "value": "User selected R&B as genre."
      },
      "Image": {
        "value": {
          "src": "https://jss.marketing/-/media/Project/JssMa/Website/Analytics-Images/Goals/rnbsax.ashx?h=450&la=en&w=450&hash=653D8FF95C23F3FAFA82FA565D6799CE",
          "alt": "RnB Sax Icon",
          "width": "450",
          "height": "450"
        }
      },
      "IsLiveEvent": {
        "value": false
      },
      "IsSystem": {
        "value": false
      },
      "Name": {
        "value": "RnB Page Visit"
      },
      "Points": {
        "value": "0"
      },
      "Show in Xfile as Latest Event": {
        "value": true
      },
      "Show in Xfile events list": {
        "value": true
      }
    }
  }
]
```


Reshape data with GraphQL

```
{
  "outcomes": {
    "targetIds": [
      "52054874-4767-47dc-8099-8c08bfa307aa"
    ]
  }
}
```

```
{
  "goals": {
    "targetIds": [
      "f9557044-c863-48df-b2cd-c48ac4316ae7"
    ]
  }
}
```



Reshape data with GraphQL

GraphQL Demo





LET'S PICK A WINNER

xConnect



A Big Thanks

Our hosts:



Sitecore User Group Cluj-Napoca Meetup

Docker Setup and Support from:



Raja Ayyapusetty
@RajaAyyapusetty



QUESTIONS?



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