



Builders Online Series

Build and deliver personalized customer engagement experience

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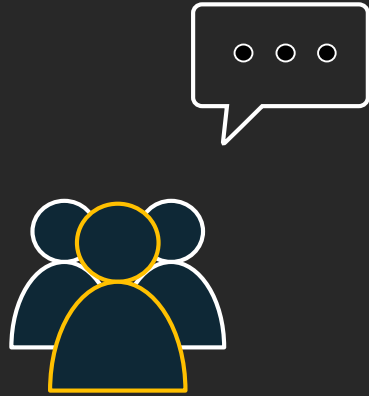


donnieprakoso

Agenda for today

- The challenges with customer communications
- Introducing Amazon Pinpoint
- Demo - Building customer engagement experience
- What's next?

Evolution of marketing



Mass
messaging



Targeted
messaging



Personalized
messaging

The challenges with customer communications



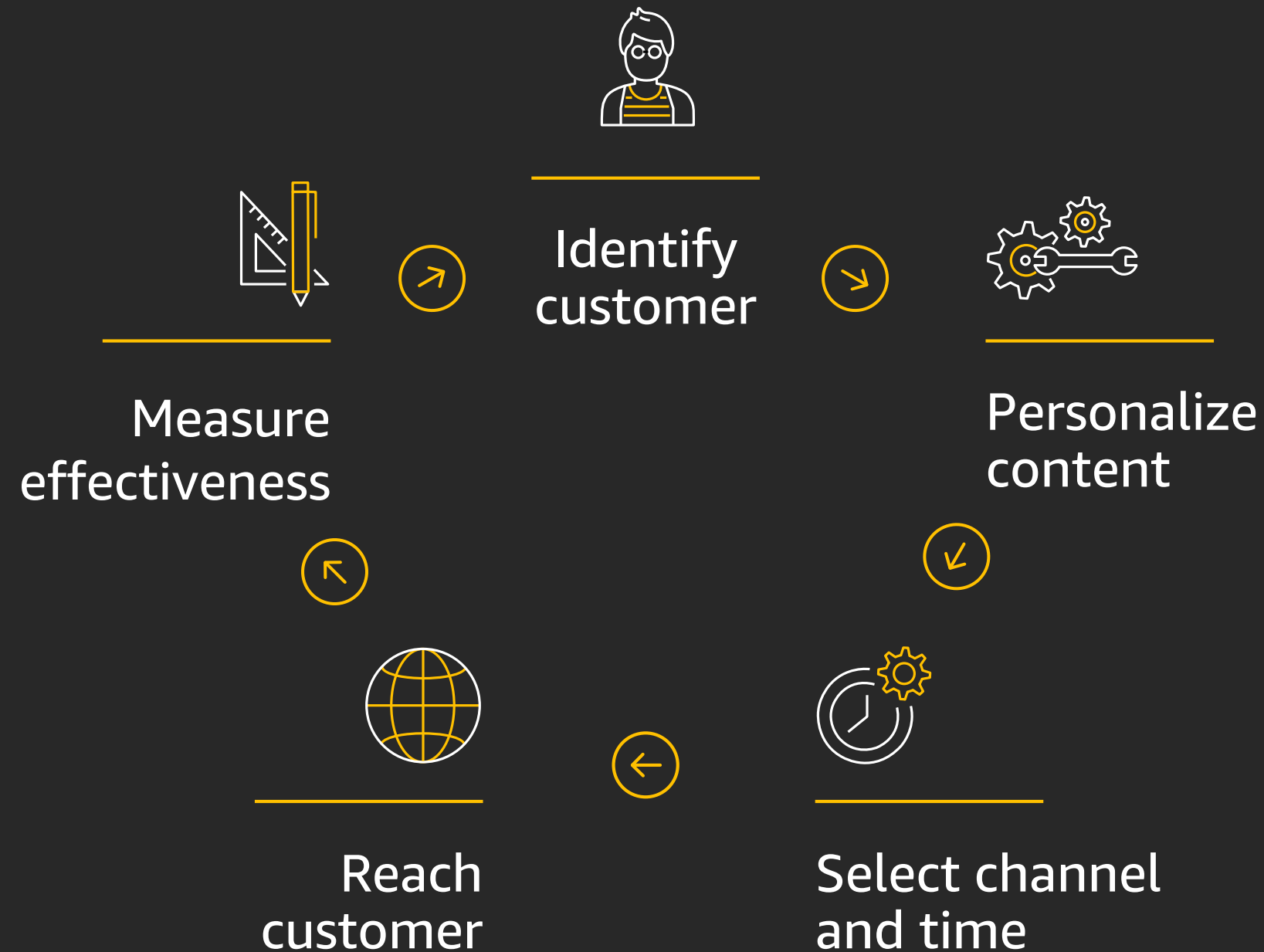
Businesses need an agile communications toolset that can meet a **variety of use cases** for both marketers and developers.

Businesses need to **personalize messages** to land the best impression with customers.

Businesses need **insights** to understand the entire lifecycle of a customer communication.

Most businesses cannot build the infrastructure required for **scale customer communications** by themselves.

User engagement challenges



Amazon Pinpoint

Managed service for personalized user engagement across channels, driven off analytics, which is

Built for marketers, powerful enough for developers

Five major pillars to Amazon Pinpoint



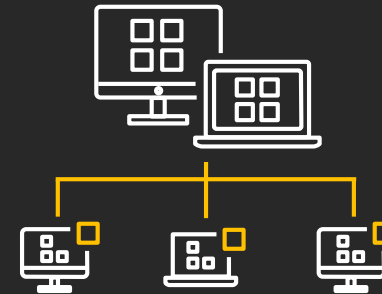
User
management



Audience
management



Targeting &
journey tools



Channels



Campaign
& journey
insights

Flexible use cases



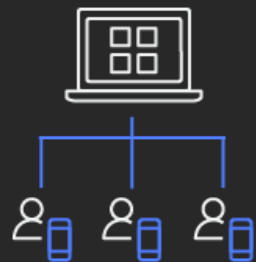
Marketing

Promote your products and services with targeted basic or personalized messages, including special offers, newsletters, and other engaging content.



Transactional

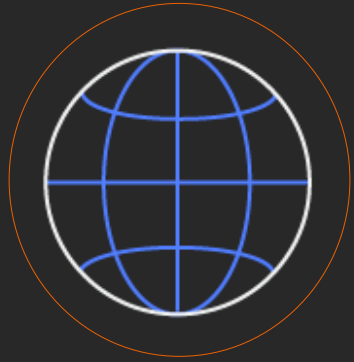
Send immediate, targeted, trigger-based customer communications, such as purchase confirmations or shipping notifications.



Bulk

Send to communities of millions, including notifications and announcements.

Global scale with expertise



Scales for the largest enterprises



Supports regional and global certifications

HIPAA eligibility (SMS, email, push)

Fed-Ramp

ISO

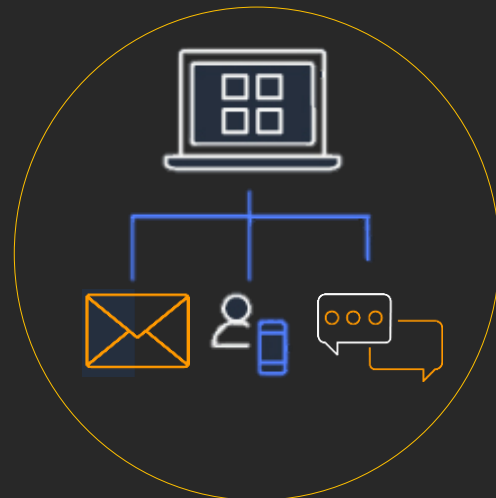
GDPR

Getting started with Amazon Pinpoint

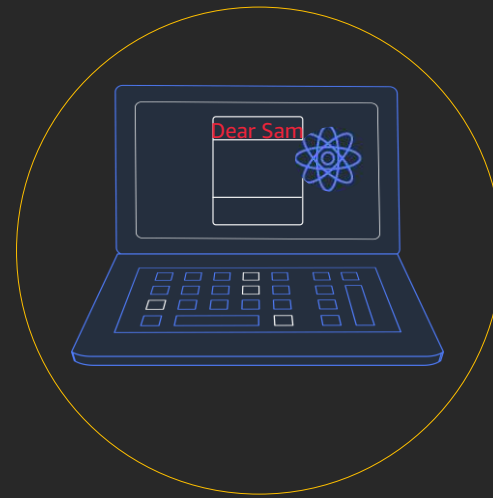
Campaigns and journeys



Who



How



What



When

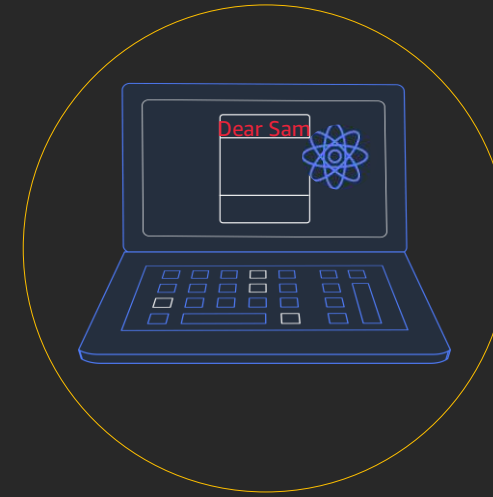
Building a campaign



Who



How

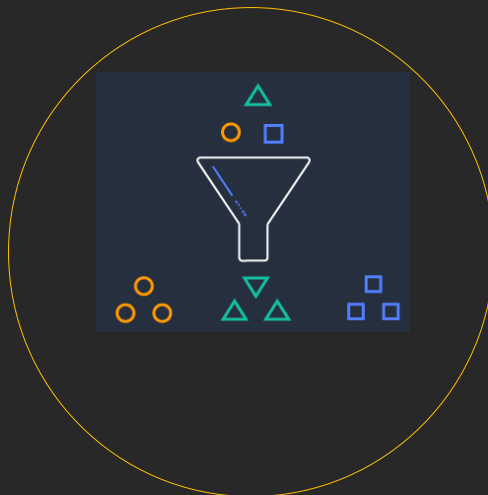


What

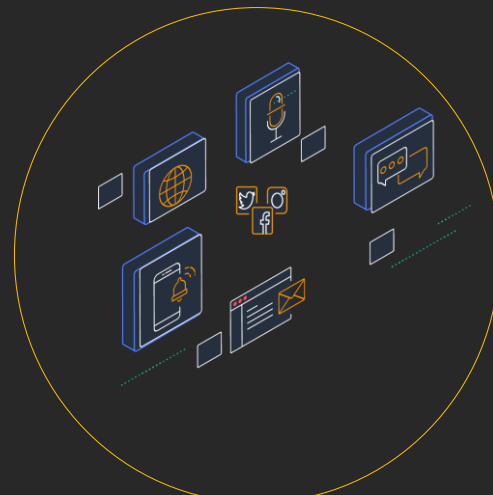


When

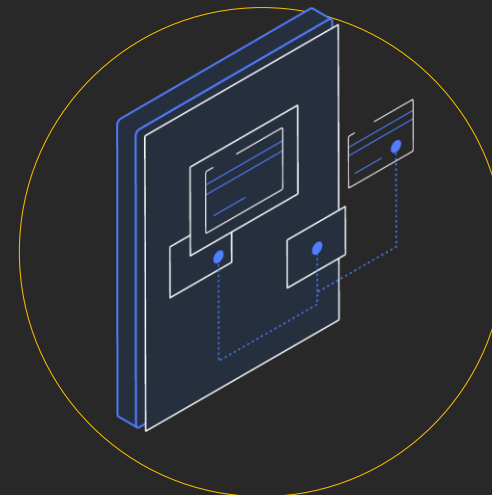
Step 1
Select segment



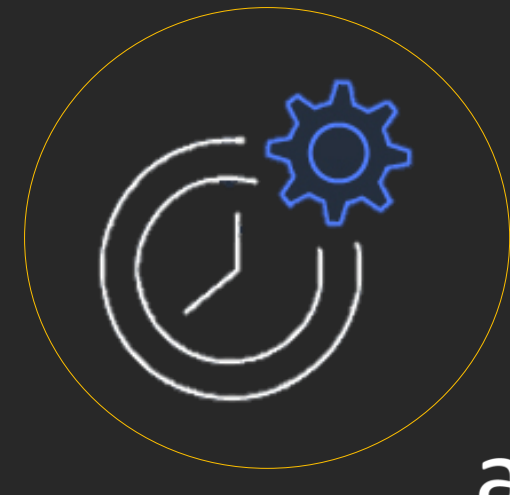
Step 2
Select channel



Step 3
Select content



Step 4
Schedule



Step 1 – Select segment

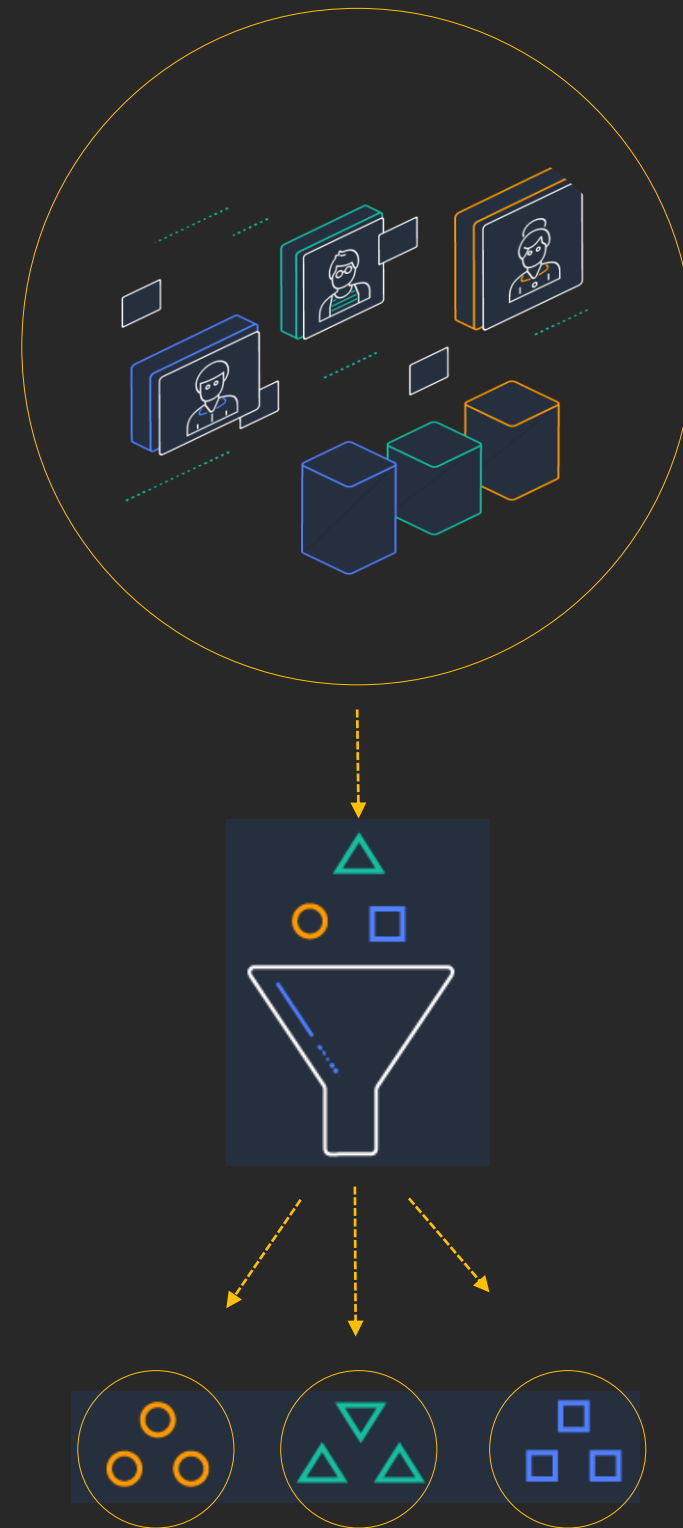
Static segments

Flat files (.csv)

Dynamic segments

Amazon S3 Buckets

Mobile/web analytics users



Step 2 – Select channel



SMS



Email



Voice*



Push



Custom

*** Transactional only**

Step 3 – Select content

Create content templates using HTML or rich text editor

Personalize

Static attributes

Dynamic attributes

Attributes from sources like **Amazon Personalize**



Step 4 - Schedule



Immediately



Schedule

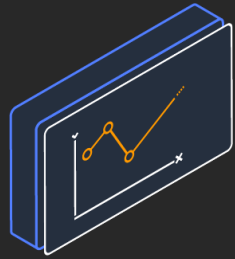


Recurring



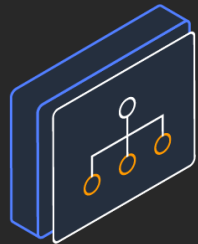
Event-based

Using analytics to understand



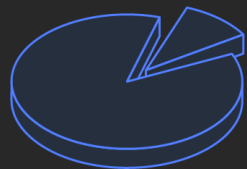
Engagement analytics

Transactional, campaign, and journey results



Deliverability dashboard

Email deliverability funnel



Mobile/Web analytics

Usage analytics for segmentation and campaigns

Getting started scenarios – It's modular

Add SMS-sending to your e-commerce application

Amazon Pinpoint APIs
SMS

Send trigger-based email when a shopping cart is abandoned

Amazon Pinpoint APIs
event-based campaigns and email

Push notification campaign in your mobile application

Amazon Pinpoint
campaigns and push

Create a nurture email journey for your webinar participants

Amazon Pinpoint
journeys and email

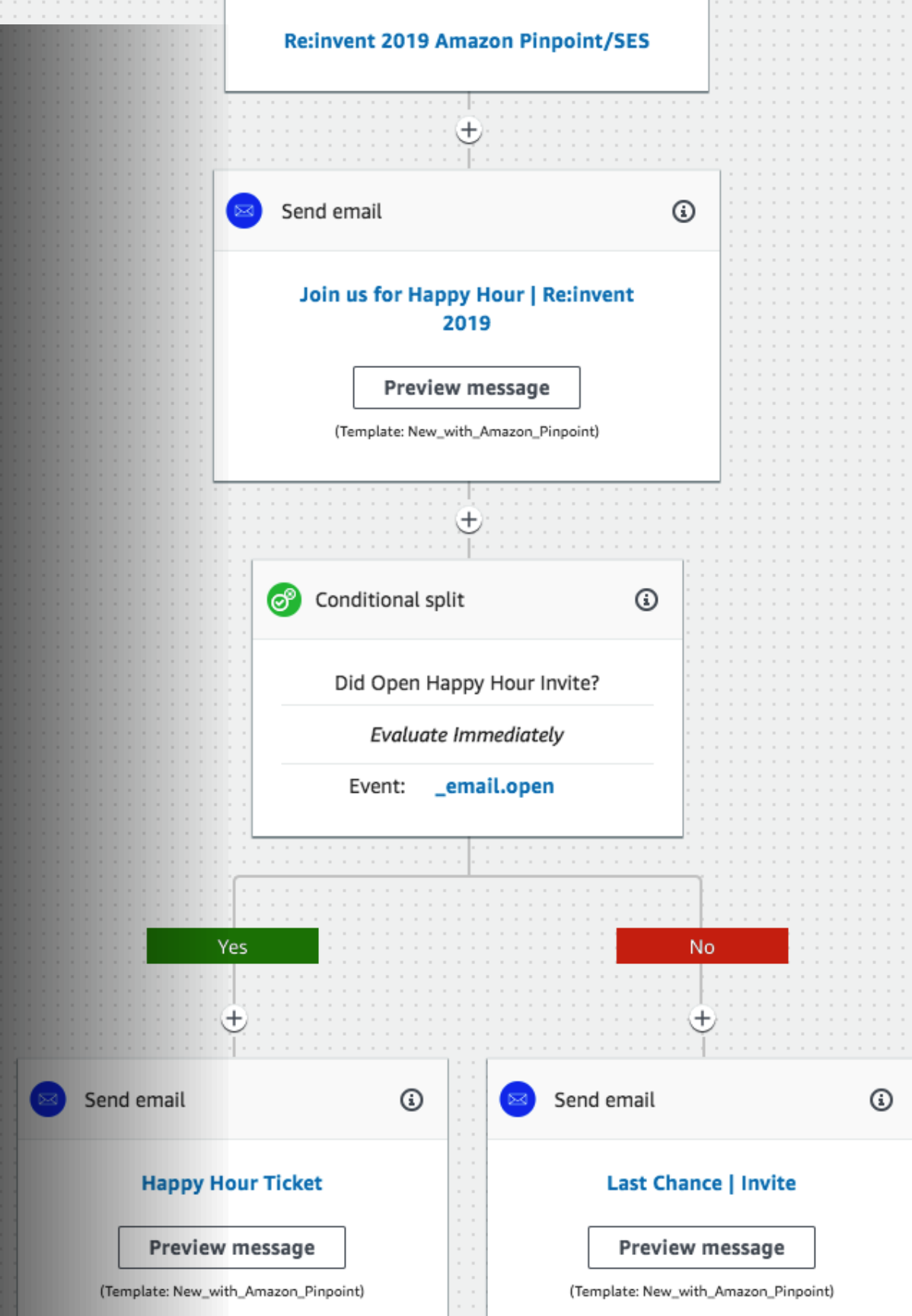
Create a new email campaign with personalized attributes

Pinpoint campaigns, email, and Amazon Personalize

Introducing Amazon Pinpoint journeys



In the future, you will
only write business logic



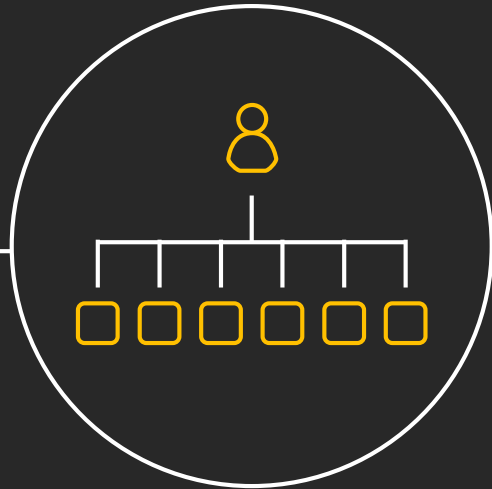
With features to help personalize

Amazon Pinpoint journeys

Real-time engagement based on events, user behavior, and metrics



Drag-and-drop activities to build personalized journeys



User action puts customers on unique paths

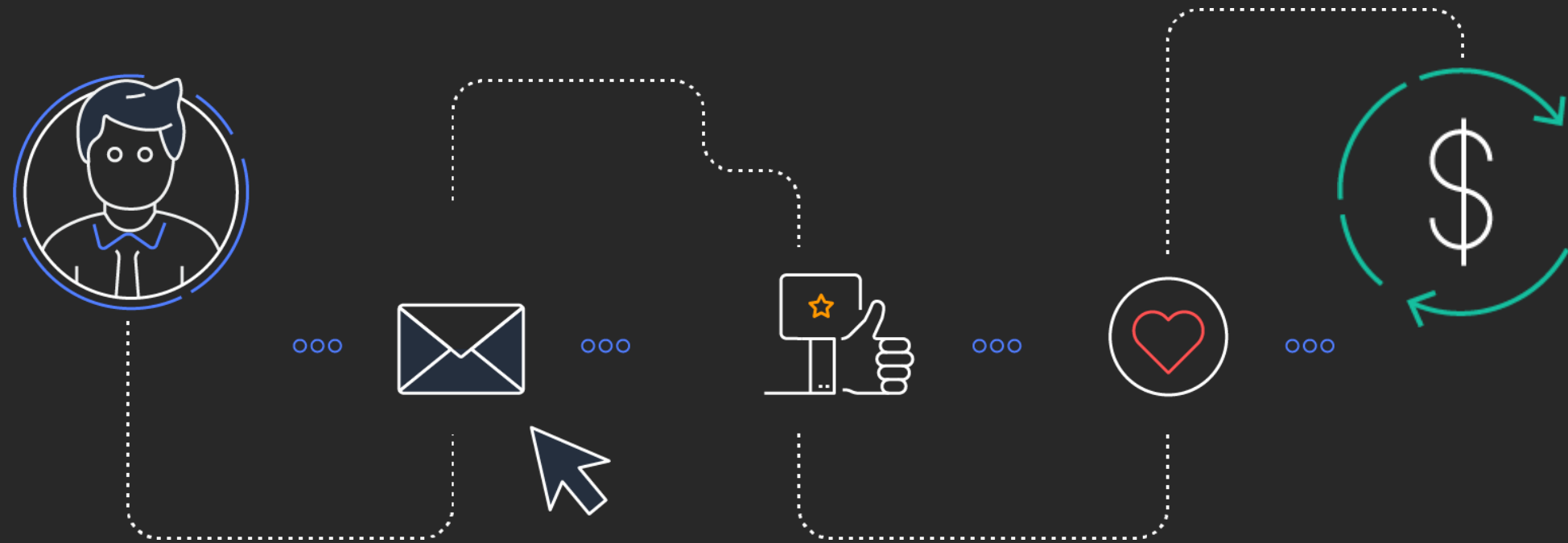


Set-up evergreen journeys to automate engagement



Streamable, activity-level, and aggregate analytics provide the data you need

Automate multi-step campaigns with journeys



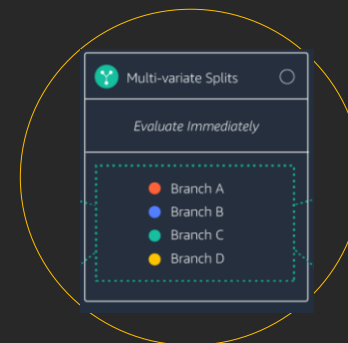
Each step,
choose from
following
activities:



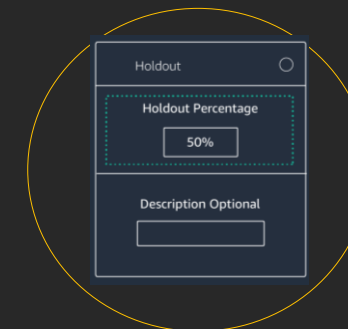
Communication



Wait



Splits



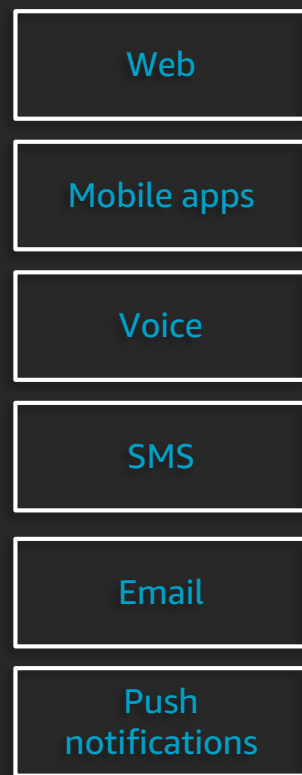
Hold outs

Demo

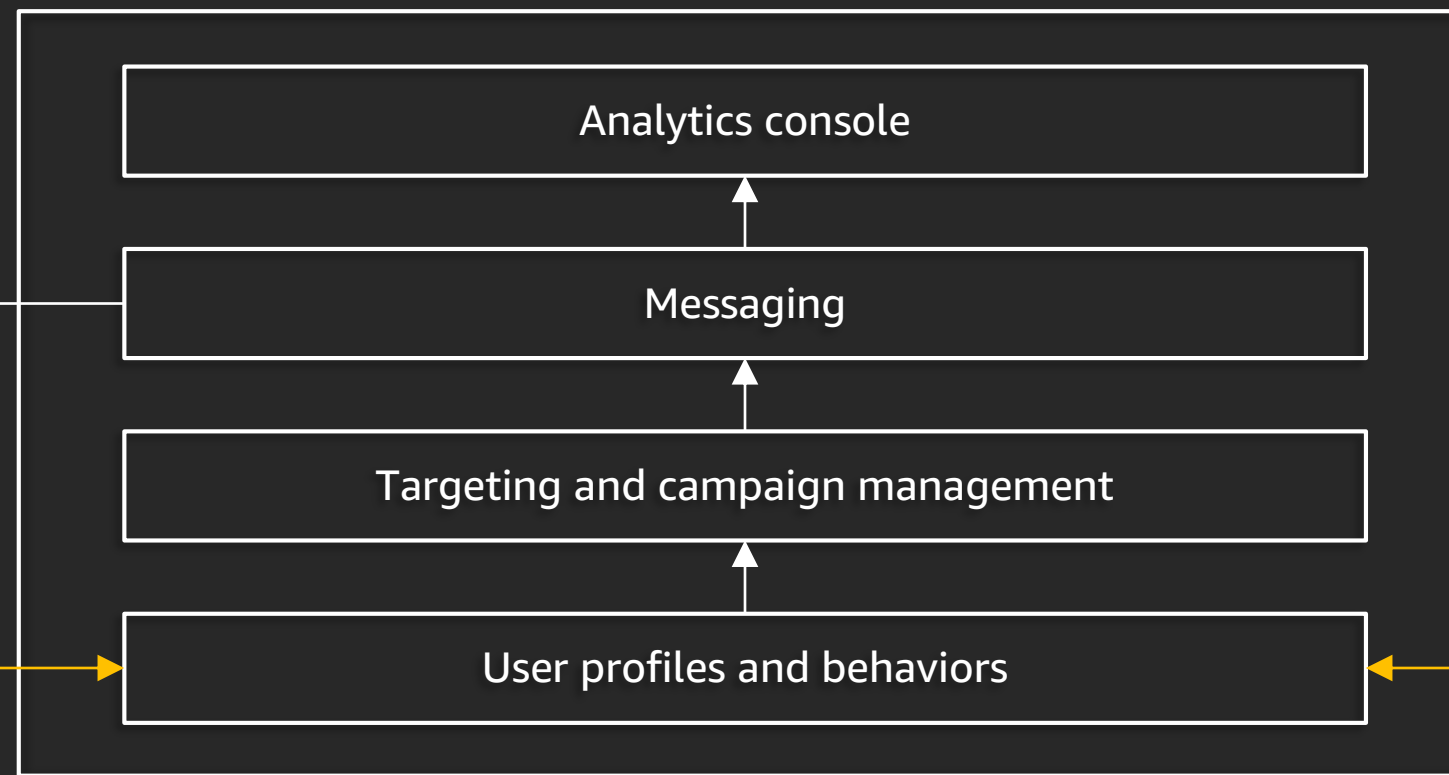
What's next?

Data in one location

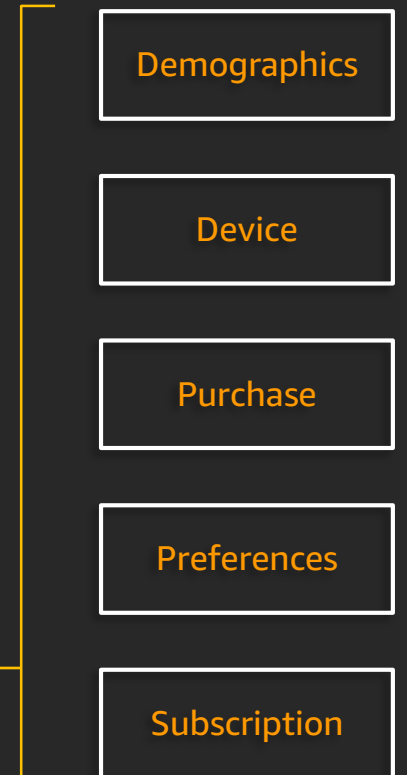
Your engagement data



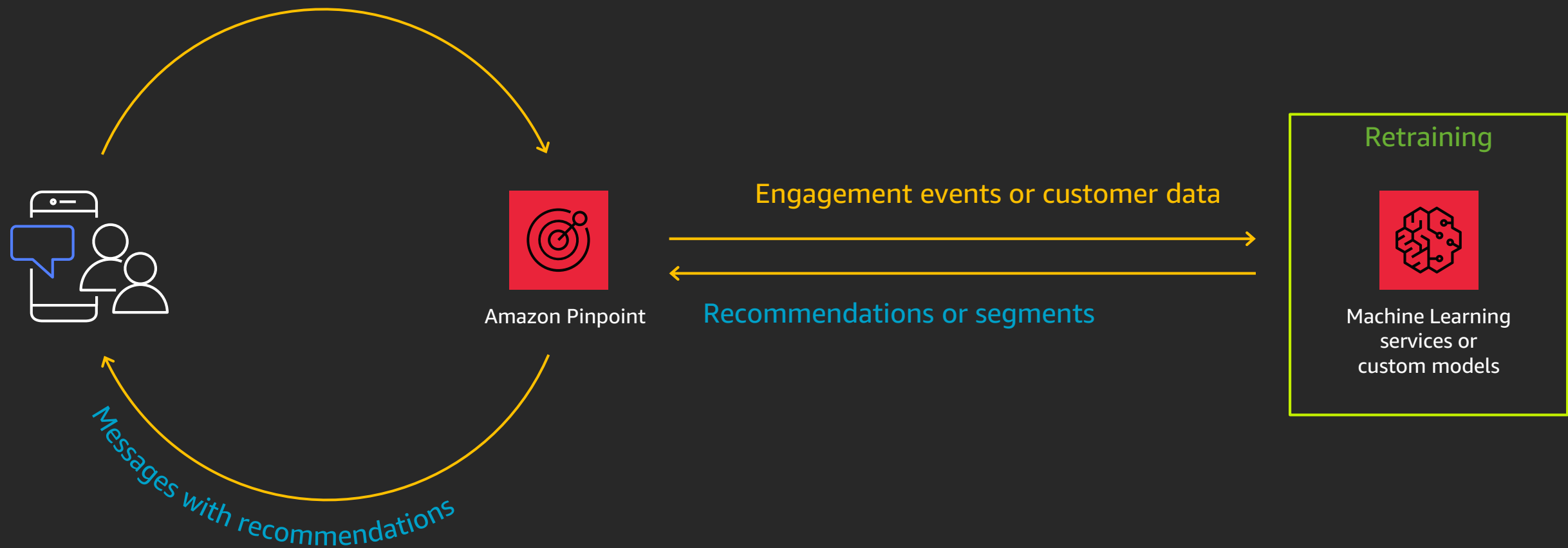
Amazon Pinpoint



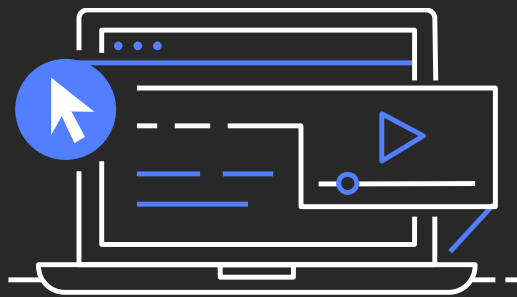
Your customer data



Pinpoint as a flywheel



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- [AWS Cloud Practitioner Essentials \(Second Edition\)](#)
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- [Amazon DynamoDB for Serverless Architectures](#)
An introduction to Amazon DynamoDB and how it's leveraged in building a serverless architecture.
- [AWS Security Fundamentals](#)
Learn fundamental cloud computing and AWS security concepts, including AWS access control and management, governance, logging, and encryption methods.
- [Getting Started with Amazon Simple Storage Service \(Amazon S3\)](#)
The course provides you with the knowledge to determine when to use Amazon S3 by reviewing typical use cases and understanding how the service provides object storage for your applications.

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Thank you

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