

Business Case - CRM Tech Specialist

This exercise is designed to showcase your marketing automation problem solving using technical means. It consists of a few homework tasks that can be executed in diverse ways. Don't worry about delivering the perfect outcomes as your approach on identifying and delivering them matters as much. Please be as descriptive as you consider necessary.

The tasks should be sent in a presentation or document format saved as .pdf file, 72 hours after receiving the assessment.

Context

CRM role is to grow users lifetime value by nudging key conversions across user lifecycle through marketing automation. To do so we build and adjust retention strategies, continuously optimizing initiatives based on data insights and tech tooling as well as overseeing new growth opportunities.

Tasks

Case 1: User Custom Attribute automation

- a. Files needed: CSV raw data attached.

Please write an SQL Query that outputs the last 3 store IDS from customers who are from Spain, living outside Barcelona whose last order is within the last 30 days, and who have more than 2 orders in total.

- b. Using publicly accessible Braze documentation from here:
https://www.braze.com/docs/api/endpoints/user_data/post_user_track/

Write a script in python that retrieves the users from question 1 and updates their hypothetical profile in Braze using the above endpoint from the documentation (user/track). We want to update user profiles in Braze with the last 3 store IDs they purchased from.

- c. Bonus

Assuming the data might get updated daily, write a script in python or describe the logic in a detailed way of how you would work with the data so we can avoid sending the same value for the attribute, but only update the attributes with changed data.

Case 2: Restaurant images improvements

Below you can find the image of a partner restaurant in Glovo:

<https://res.cloudinary.com/glovoapp/Stores/woeqwd5pxqel8z3p5dey>

Assuming this restaurant has an active promotion of 20% off on all catalog items and a rating of 91%.

Please write a python script to combine the promotion information with the existing image into a new image that will display the promotion as an overlay.

The aesthetic/design quality of the image won't be assessed but rather the functionality of the code.

Example of a final output:



Case 3: Events maintenance

The CRM Team has reported that the event `add_to_cart` has not been working in their ongoing lifecycle campaigns. The team has reached CRM Tech for support. You took over the case and need to provide an action plan immediately.

Please outline the steps you would take to investigate the issue and after this list the stakeholders you would involve. As part of the solution please give details on how you would communicate with them and an example of the message (describe it individually if more than one stakeholder should be involved). You can also add here information about how you'd follow up in a few days, close the case and share a Post-Mortem.

Case 4: Communications localisation

Glovo is one the most popular food and groceries delivery app in Spain. Mainly their customers speak Spanish but often some of them speak English. Please describe below - and share the code snippet - how you could add liquid tags and conditional logic in push-notification messages to let Braze evaluate the user's language and display the message in the correct language. Please feel free to add any other relevant personalized information retrieving data from the user profile or any other source.

Related resources:

https://www.braze.com/docs/user_guide/personalization_and_dynamic_content/liquid