

Send from Heaven?

**Sebastian Winslow &
Jesper Balle**

#sugcon



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EUROPE 2022



- Introduction
- Sitecore Send a quick glance
- Integrating with XM & Rendering Host
- Sample automation flows (standard & custom)
- Q&A

Introduction



At some point, add proper content too!



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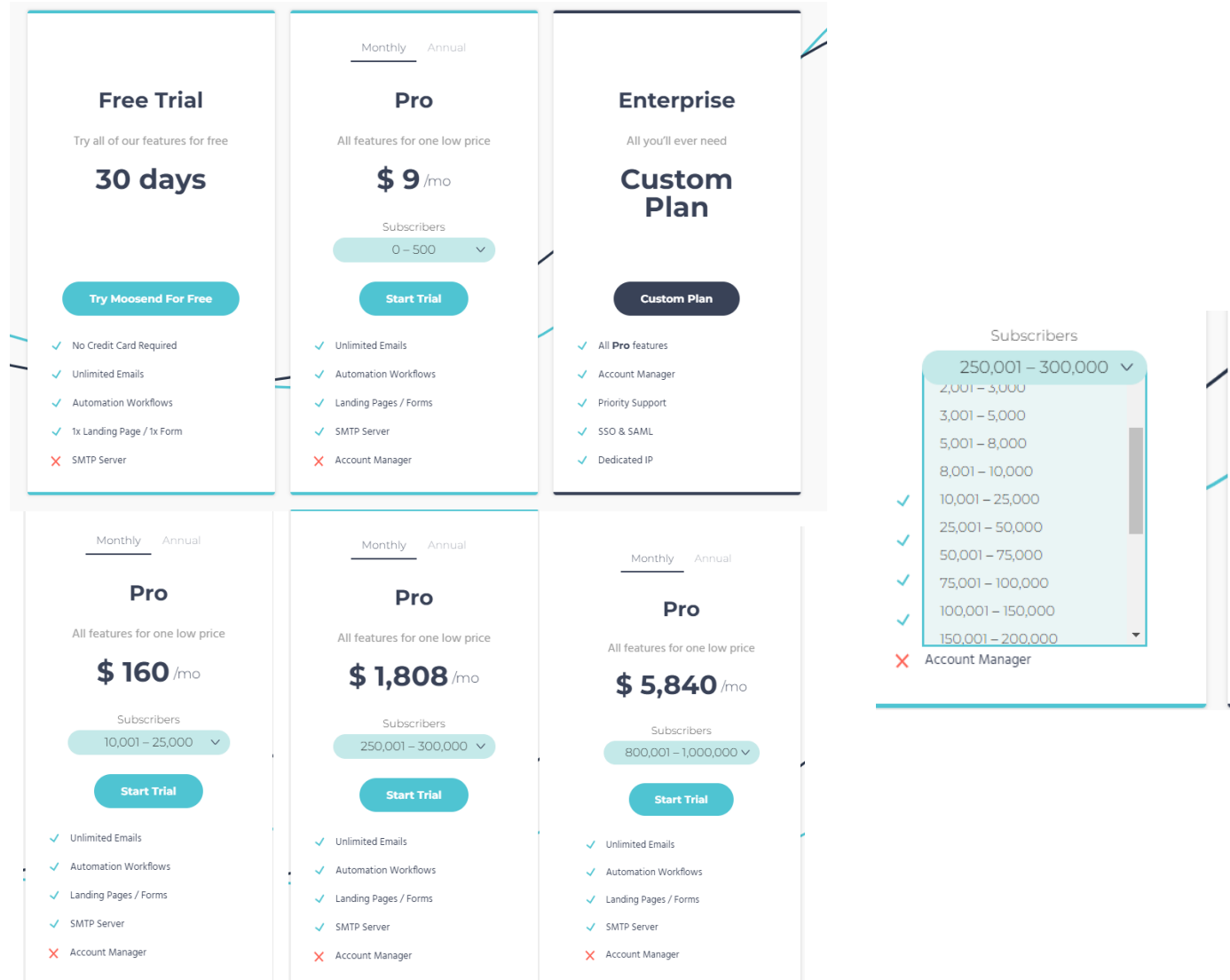
A bit of history



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- Mailinglist (ISV)
- Newsletter
- ECM
- EXM
- Sitecore Send (Moosend)
- OMS
- DMS
- xDB
- XP
- Sitecore Send (Moosend)





The screenshot displays the Sitecore Send pricing page, which is organized into a grid of pricing cards. The top row features three cards: "Free Trial", "Pro", and "Enterprise". The bottom row features three "Pro" cards with different subscriber ranges. To the right of the grid is a dropdown menu for selecting a subscriber range.

Free Trial
Try all of our features for free
30 days
Try Moosend For Free

- ✓ No Credit Card Required
- ✓ Unlimited Emails
- ✓ Automation Workflows
- ✓ 1x Landing Page / 1x Form
- ✗ SMTP Server

Pro
All features for one low price
\$ 9 /mo
Subscribers: 0 – 500
Start Trial

- ✓ Unlimited Emails
- ✓ Automation Workflows
- ✓ Landing Pages / Forms
- ✓ SMTP Server
- ✗ Account Manager

Enterprise
All you'll ever need
Custom Plan
Custom Plan

- ✓ All Pro features
- ✓ Account Manager
- ✓ Priority Support
- ✓ SSO & SAML
- ✓ Dedicated IP

Pro
All features for one low price
\$ 160 /mo
Subscribers: 10,001 – 25,000
Start Trial

- ✓ Unlimited Emails
- ✓ Automation Workflows
- ✓ Landing Pages / Forms
- ✓ SMTP Server
- ✗ Account Manager

Pro
All features for one low price
\$ 1,808 /mo
Subscribers: 250,001 – 300,000
Start Trial

- ✓ Unlimited Emails
- ✓ Automation Workflows
- ✓ Landing Pages / Forms
- ✓ SMTP Server
- ✗ Account Manager

Pro
All features for one low price
\$ 5,840 /mo
Subscribers: 800,001 – 1,000,000
Start Trial

- ✓ Unlimited Emails
- ✓ Automation Workflows
- ✓ Landing Pages / Forms
- ✓ SMTP Server
- ✗ Account Manager


Subscribers dropdown menu:

- 250,001 – 300,000 (selected)
- 2,001 – 3,000
- 3,001 – 5,000
- 5,001 – 8,000
- 8,001 – 10,000
- 10,001 – 25,000
- 25,001 – 50,000
- 50,001 – 75,000
- 75,001 – 100,000
- 100,001 – 150,000
- 150,001 – 200,000
- ✗ Account Manager



Sitecore Send - a quick glimpse

- Single opt-in
- Soft double opt-in
- Strong double opt-in



Audience













Total Email Lists4

Total Active Subscribers5

Average Unsubscribed %0.00

Average Bounced %0.00

New

Email lists							No labels fou...	Filter by opt-...	Search by name and ID
<input type="checkbox"/>	NAME	CREATED ON	ACTIVE SUBSCRIBERS	SUBSCRIBERS ADDED THE LAST DAY	UNSUBSCRIBED	OPT-IN TYPE	LABELS		
<input type="checkbox"/>	Required Double Opt-in	2022-03-19 02:40 PM	0	0	0	SINGLE OPT-IN	  		
<input type="checkbox"/>	Soft double opt-in	2022-03-19 02:20 PM	0	0	0	SOFT DOUBLE OPT-IN	  		
<input type="checkbox"/>	Sugcon 2022	2022-01-01 10:58 PM	5	0	0	SINGLE OPT-IN	  		
<input type="checkbox"/>	pswinslow first mailing list	2022-01-01 10:34 PM	0	0	0	SINGLE OPT-IN	  		

Custom fields



- For personalization tags
- For segmentation
- For conditions in automations

Segments

Create custom fields

Search by name

<input type="checkbox"/>	NAME	TYPE	PERSONALIZATION TAG	IS REQUIRED	IS HIDDEN
	Email		#recipient:email#	<input checked="" type="checkbox"/>	
	Name		#recipient:name#	<input type="checkbox"/>	<input type="checkbox"/>
	Mobile		#recipient:mobile#	<input type="checkbox"/>	
<input type="checkbox"/>	Fancy nyhædsbrøv 19256e6d-83d9-4bd8-a3aa-d1872bf8af23	Checkbox	#recipient:Fancy nyhædsbrøv#	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Single drop down test 63ad1e36-d747-4a53-b5a2-fb8d6a69ca38	Single Select Dropdown	#recipient:Single drop down test#	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Text field test f5f74eb1-3409-4028-a76e-1544b8084961	Text	#recipient:Text field test#	<input type="checkbox"/>	<input type="checkbox"/>

Edit custom field Fancy nyhædsbrøv

Field name

Fancy nyhædsbrøv

Data type

Checkbox

Default fallback value

true

Custom field is required

☐ Off

Custom field is hidden

☐ Off

If a custom field is marked as required, users will not be able to subscribe unless they fill it.

Remember that all custom fields are visible when a subscriber updates their information through the update profile page. If you want to make a specific field to be invisible on the update profile page, select the "hidden" option.

To apply any custom field additions or changes to a published subscription form, remember to edit your form's content.

Please don't add required fields to your connected website email lists.

Save custom field OR Cancel

Segments



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Details

Preview membersSelect meml

Segment name

Member email ends with x

Fetch

All of members that match All of the following criteria.

Rules

Member Emailends with.dk

AND

Member Mobileis not12345678

AND

Select a criteriaSelect a comparer

Add rule

Soft double opt-in | edit list name
Email list ID: d03aa7a2-6cbc-45f6-af07-8a7415e1a818

Create segment

Your dashboard

View all members

Perform bulk actions

Set your settings

Create custom fields

Segments

No labels fou... Search by name and ID				
<input type="checkbox"/>	NAME	CREATED ON	SEGMENT ID	LABELS
<input type="checkbox"/>	Member email ends with x Member Email ends with '.dk'	2022-03-19 02:28 PM	116484	+ 3
<input type="checkbox"/>	Double opt-in verified members Verified for Double Opt-In	2022-03-19 02:27 PM	116483	+ 3



Create new campaign



What's it gonna be today?



Regular

Create an email to share your news, promotions, or announcements with your subscribers.

Create



A/B testing

Split your email list into two separate lists and test different versions of your email to see what works best for your subscribers.

Create



Repeatable

Quickly set up digests and newsletters that get their updated content from a URL and are automatically sent whenever you want.

Create



RSS

Automatically email your latest posts and articles to your subscribers, with content updated from an RSS feed URL.

Create


















Automations

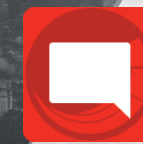


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- Very easy & intuitive
- A wide selection of standard flows, which can be customized
- Create and save your own

 Abandoned cart Remind potential buyers about incomplete purchases.	 Anniversary Surprise the subscriber with a personalized campaign for birthday, time they are on your list or any anniversary.	 Change in custom field Use any custom field value as a criterion to further personalize the email the subscribers receive.
 Happy birthday email Do you have a special discount coupon for your audience? Use this workflow to send a gift to the members of your list on their birthday.	 Loyalty sequence - part 1 Use this workflow in conjunction with "Loyalty sequence - part 2" to reward loyal customers. Use this first part of the sequence to set a custom field value, e.g. number of purchases. This value will then be used as a trigger for the second part of the sequence.	 Loyalty sequence - part 2 Use this workflow in conjunction with "Loyalty sequence - part 1" to reward loyal customers, when they achieve any goal set in a custom field.
 New customer thank you email Your customers will appreciate a warm thank you. This workflow will help you segment your buyers list and show them your gratitude.	 Onboarding email sequence Help your subscribers find their way in your sales funnel by sending them the right campaign at the right time. Use any filters you want to automatically assign your readers to different paths according to their behavior. This workflow can also be used to engage new subscribers and remove the unresponsive ones, thus maintain a clean list.	 Re-engagement email based on weather Does weather affect your product sales? If yes, use this automated workflow to send different campaigns to subscribers who have expressed interest in a product category. For example, when a user clicks a link related to women's accessories, the workflow checks the weather conditions at their locations, and, if it's rainy, they will receive an offer for an umbrella; if the sky is clear, they will get an email about summer hats.
 Repeat purchases reminder Make sure your customers don't run out of stock! Remind them to refill their stash or top up their account on a regular basis.	 Special offer reminder Utilize advanced website tracking to remind people to claim an offer. When your subscriber visits a particular page on your site, this workflow will be triggered to first segment people into buyers and non-buyers, and then send out a reminder about the offer.	 Specific area of interest Utilize advanced website tracking to send the appropriate campaign to people that visit a specific page for the first time. When your subscriber visits a particular page on your site, this workflow will be triggered to send out relevant content. Use this sequence to identify users interested in a product or service category, location, pricing plans, etc. and then send out targeted messages.
 Specific custom field value is changed Send relevant content when the value of a custom field is changed for the first time. This could be used in various cases, e.g. when a	 Survey buyers Take advantage of this workflow to automatically survey your audience. Send a follow up after a specified time. Take advantage of this workflow to automatically survey your audience. Send a follow up after a specified	 Upsell / cross-sell Employ advanced ecommerce tracking to increase revenue. With this automated sequence, you can have a powerful tool to send product recommendations to buyers soon after their purchase. Use it to sell more of the same

Automations - Triggers



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Select a Trigger

All

Email Engagement

List Engagement

Profile Management

Scheduling

Website Engagement

Lead Generation

When someone opens any campaign →
Email Engagement

When someone opens a specific campaign →
Email Engagement

When someone clicks on any link in any campaign →
Email Engagement

When someone clicks on any link in a specific campaign →
Email Engagement

When someone clicks on a specific link in a specific campaign →
Email Engagement

When some people don't open my campaigns →
Email Engagement

When some people don't click my campaigns →
Email Engagement

When someone subscribes to any list →
List Engagement

When someone unsubscribes from any list →
List Engagement

When someone subscribes to a specific list →
List Engagement

When someone unsubscribes from specific list →
List Engagement

When a specific custom field value is changed →
List Engagement

When a custom field value is changed to a specific value →
List Engagement

When a specific date is reached →
List Engagement

Select a Trigger

All

Email Engagement

List Engagement

Profile Management

Scheduling

Website Engagement

Lead Generation

When someone browses any page →
Website Engagement

When someone browses a specific page →
Website Engagement

When someone views any product →
Website Engagement

When someone views specific products →
Website Engagement

When someone adds any product to their cart →
Website Engagement

When someone adds specific products to their cart →
Website Engagement

When someone purchases any product →
Website Engagement

When someone purchases specific products →
Website Engagement

When someone exits any page →
Website Engagement

When someone exits a specific page →
Website Engagement

When custom event is recorded →
Website Engagement

When someone submits a specific form or landing page →
Lead Generation

When any tag is added →
Lead Generation

When any tag is removed →
Lead Generation

Automations – Conditions/Controls



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- Custom fields

- Time

§ Months

§ Days

§ Hours

§ Minutes

Select action



Search by name



Conditional / Control steps

Actions



Split Flow



Filter by weather conditions in
contact's location



Filter (If condition / Else)



Wait a specific time interval



Automations – Actions



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Select action



Search by name



Conditional / Control steps

Actions



Then send email campaign



Then send a message to slack



Then ping me



Then subscribe to list



Then unsubscribe from list



Then set custom field value



Then add tags to member



Then remove tags from member



Then increase / decrease custom field value



Then trigger another automation



Then post a webhook



Welcome email



- Recipe
- Title / Description
- Triggers
- Conditions/Controls
- Actions

← Exit Active

Welcome email sequence

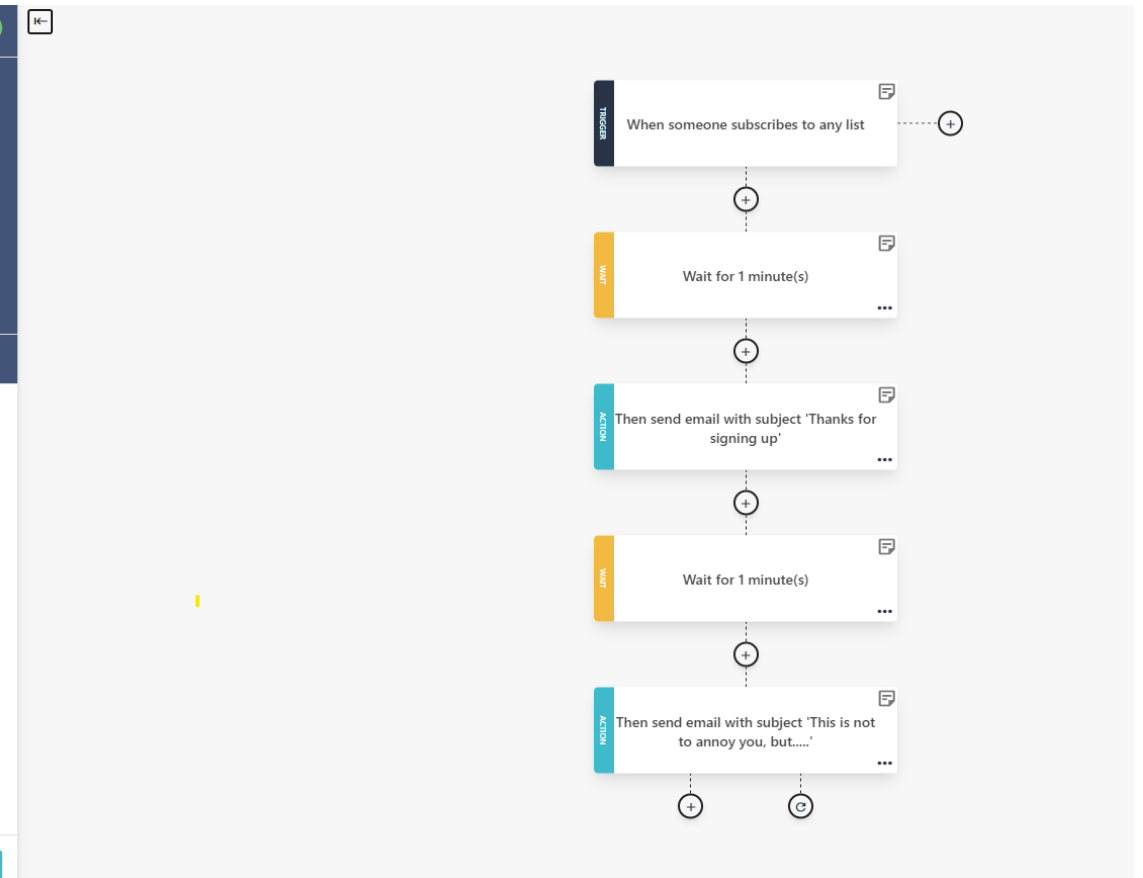
Send a welcome email sequence to anyone who subscribes to your list. Familiarize people with your company and products, educate them, survey them you find out their needs or help them navigate through different parts of your site. You can use this workflow to send out practically any content to n...

ID: 18838628345b45de81cf6a2e7de56929

Transfer Reset stats Edit

This automation is currently running

Save as recipe



Integrating



Website, SPF and Tracking



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- Websites are added in order for Moosend to be able to track events
 - Default tracking script with Site ID.
 - Placed in <Head> section
 - Tracking is for triggers in automations
 - Custom events needs to be registered once in order for them to be used in automations
 - SPF record information provided, ensure to register this so that emails are not by default categorized as junk.
- Different tracking options
 - \$ mootrack('identify', <email>, [<name>])
 - \$ mootrack('trackPageView')
 - \$ mootrack('<custom event>')
 - \$ mootrack('<custom event>', <object>)
 - \$ mootrack('trackAddToOrder', itemCode, itemPrice, itemUrl ,itemQuantity [, ...])
 - \$ mootrack('trackOrderCompleted', products)

Domains – be aware 😊



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OK

- <http://cm-sugcon-send-51-138-106-154.nip.io/>
- <http://www.mydomain.com>
- <https://cd-sugcon-send-main.devtest.sh>

• Not OK

- <http://www-sugcon-send-51-138-106-154.nip.io/>
- <http://www2-sugcon-send-51-138-106-154.nip.io/>
- <http://www-sugcon-send-51-138-106-154.nip.io/>
- <https://cd-sugcon-send-main.aksd1.devtest.sh/>

3 references | Jesper Balle, 4 days ago | 1 author, 1 change

```
public async Task<ICollection<MooSendCustomField>> GetListCustomFields(string listId)
{
    var response = await _client.GetAsync($"https://api.moosend.com/v3/lists/{listId}/details.json?apikey={_apiKey}");
    var model = await Read<MooSendResponse<MooSendListDetails>>(response);
    return model?.Context?.CustomFieldsDefinition;
}
```

2 references | Jesper Balle, 4 days ago | 1 author, 1 change

```
public async Task Subscribe(string listId, MooSendSubscriberUpdate subscriber)
{
    var json = JsonConvert.SerializeObject(subscriber);
    var content = new StringContent(json);
    content.Headers.ContentType = new System.Net.Http.Headers.MediaTypeHeaderValue("application/json");
    var response = await _client.PostAsync($"https://api.moosend.com/v3/subscribers/{listId}/subscribe.json?apikey={_apiKey}",
    var model = await Read<MooSendResponse<MooSendSubscriber>>(response);
    if(model.Error != null)
    {
        throw new Exception(model.Error);
    }
}
```

2 references | Peter Sebastian Winslow, Less than 5 minutes ago | 2 authors, 2 changes

```
public async Task<T> Read<T>(HttpResponseMessage response)
{
    var content = response?.Content != null ? await response.Content.ReadAsStringAsync() : null;
    if (!response.IsSuccessStatusCode || content == null)
    {
        throw new Exception("Error: " + content);
    }
    return JsonConvert.DeserializeObject<T>(content); ;
}
```


- Choose the list in Sitecore

```
private Dictionary<Guid, MooSendList> GetModels()
{
    var key = "sitecoresend-lists";
    if (_cache.Value.GetValue(key) is Dictionary<Guid, MooSendList> result1) return result1;

    lock (this)
    {
        if (_cache.Value.GetValue(key) is Dictionary<Guid, MooSendList> result) return result;

        Sitecore.Diagnostics.Log.Info("Provider request to MooSend starting", this);
        try
        {
            var lists = _service.GetLists().ConfigureAwait(true).GetAwaiter().GetResult();
            result = lists.ToDictionary(x => Guid.Parse(x.ID), x => x);
        }
        catch (Exception exc)
        {
            Sitecore.Diagnostics.Log.Fatal("Could not fetch lists: " + exc.Message, exc, this);
            result = new Dictionary<Guid, MooSendList>();
        }

        Sitecore.Diagnostics.Log.Info("Provider request to MooSend done", this);
    }
}
```

```
public async Task<ICollection<MooSendList>> GetLists()
{
    var response = await _client.GetAsync($"https://api.moosend.com/v3/lists.json?apikey={_apiKey}");
    var model = await Read<MooSendResponse<MooSendListContext>>(response);
    return model?.Context?.MailingLists;
}
```

Quick Info

Item ID:	{EC0605CF-8480-45A8-834C-578DA3D4B7B4}
Item name:	SubscribeForm SugCon list
Item path:	/sitecore/content/sugcon-send/Home/SubscribeForm SugCon list
Template:	/sitecore/templates/Project/sugcon-send/Subscribe Form - {6EE886D3-B510-4...
Created from:	[unknown]
Item owner:	sitecore\Admin

Data

List Id [shared]:

Sugcon 2022

pswinslow first mailing list
Required Double Opt-in
Soft double opt-in
Sugcon 2022

Context menu [shared]:

- Simple form – leave out custom fields
- Sign up with interests (custom fields)
 - § Personalization tags
 - § Segments
 - § Conditions

```
[Route("/subscribe/{listId}"), HttpPost]
0 references | Jesper Balle, 7 hours ago | 1 author, 2 changes
public async Task<IActionResult> Index(string listId, MooSendSubscriberUpdate subscriber)
{
    var fields = await _service.GetListCustomFields(listId);
    subscriber.CustomFields = fields.Select(field => new
    {
        field,
        postedValue = Request.Form[field.HtmlSafeName()],
    }).Where(x => !string.IsNullOrEmpty(x.postedValue))
        .Select(x =>
        {
            var value = x.postedValue;
            if(x.field.Type == MooSendFieldType.Checkbox)
            {
                value = "true";
            }
            return $"{x.field.Name}={value}";
        })
        .ToArray();

    try
    {
        await _service.Subscribe(listId, subscriber);
        return Redirect($"/?subscribe=ok&email={subscriber.Email}");
    }
    catch (Exception exc)
    {
        return Redirect($"/?subscribe=error&error={exc.Message}");
    }
}
```

- Sitecore Send
§ Repeatabe Newsletter
 - Content from URL
- Sitecore Rendering Host
§ Custom Content Resolver

Sugcon 2022 Repeatabe Newsletter

Name it something you will remember. Don't worry, your receivers can't see this!

Subject line

News from Sugcon 2022

This is the first text your recipients will see, next to your "from" name. Create a short and clear subject line that will get you noticed.

Preview text

Testing Repeatabe

This is the text to the right of your subject line. It's a good opportunity to add secondary messaging that will capture your subscribers' attention.

"From" name / email address

Send from Heaven - Sugcon 2022 (sugcon2022@heaven.com)

Choose the name and email address that your subscribers will see in their inbox. Use something that will be recognizable to them.

Reply to

Winslow - Sugcon 2022 (sebastian.winslow@sugcon.com)

Choose the email address where you want to receive replies from this campaign.

Content URL

https://cd-sugcon-send-main.akscd1.devtest.sh/newsletter

This is the path where we can find your content URL.

Send confirmation to

```
namespace SugCon.SitecoreSend.ContentResolvers
{
    0 references | Peter Sebastian Winslow, 3 days ago | 1 author, 2 changes
    public class NewsletterContentResolver : RenderingContentsResolver
    {
        0 references | Peter Sebastian Winslow, 3 days ago | 1 author, 1 change
        public override object ResolveContents(Rendering rendering, IRenderingConfiguration renderingConfig)
        {
            var contextItem = GetContextItem(rendering, renderingConfig);
            return GetNewsletter(contextItem);
        }

        1 reference | Peter Sebastian Winslow, 3 days ago | 1 author, 2 changes
        private object GetNewsletter(Item newsletterRoot)
        {
            var newsletterItem = newsletterRoot.Children.OrderByDescending(a => a["__updated"]).FirstOrDefault();

            var newsletter = new
            {
                Title = newsletterItem["title"],
                Text = newsletterItem["text"],
                Articles = newsletterItem.Children.Select(x => new { Title = x["title"], Text = x["text"] })
            };
            return newsletter;
        }
    }
}
```




- Example: Writing context to the log
- Schema: cdn.stat-track.com/send-to-webhook-context-schema.js
- AutomationID
- StepId
- Event with properties (userid, name, timestamp etc.)
- Contexts for the action (Contact, Bounce, Location, Purchase, Link, Campaign, ContactChanged...)

```
[Route("/api/webhooks/incoming/moosend"), HttpPost]
0 references | Jesper Balle, 5 hours ago | 1 author, 1 change
public ContentResult WebHookPost([FromBody] object obj)
{
    _logger.LogInformation($"Received webhook POST: \r\n{JsonConvert.SerializeObject(obj, Formatting.Indented)}");
    return Content("OK");
}

[Route("/api/webhooks/incoming/moosend"), HttpGet]
0 references | Jesper Balle, 5 hours ago | 1 author, 1 change
public ContentResult WebHookGet([FromQuery] object obj)
{
    _logger.LogInformation($"Received webhook GET: \r\n{JsonConvert.SerializeObject(obj, Formatting.Indented)}");
    return Content("OK");
}

[Route("/api/webhooks/incoming/moosend"), HttpHead]
0 references | Jesper Balle, 5 hours ago | 1 author, 1 change
public ContentResult WebHookHead([FromQuery] object obj)
{
    _logger.LogInformation($"Received webhook HEAD: \r\n{JsonConvert.SerializeObject(obj, Formatting.Indented)}");
    return Content("OK");
}
```



Sitecore Send - Dashboards



Welcome back, **Sebastian Winslow**

Latest sent campaign activity

This is not to annoy you, but..... (Automation)

Delivered: 2022-03-24 01:18 AM **Type:** Automation **Email List / Segment:** N/A



● 0% Opened
● 75% Not Opened
● 25% Bounced

Recipients >

4

Opens >

0.00 %

0 Unique Opens 0 Total Opens

Clicks >

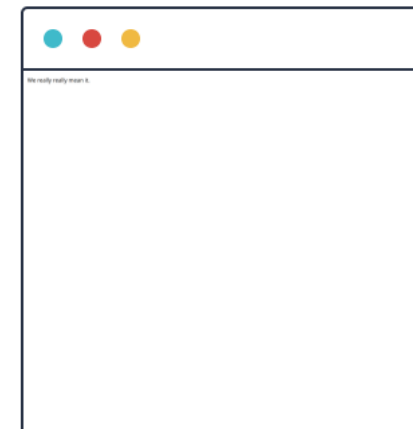
0.00 %

0 Unique Clicks 0 Total Clicks

Unsubscribes >

0.00 %

0 Total Unsubscribes



This is a summary of your activity for

The last 30 days



Campaigns



4

21 %

0 %

Subscribers



GROWTH
Total: 13

10

Automation



Welcome email sequence

Triggers: 6
Actions: 12

Leads



API

Leads: 7

Campaign



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Newsletter April

Regular Campaign ID: c97af292-f32f-438a-b2aa-99a44d378793

Format: HTML

Performance overview

Track recipient activity

Track link clicks

Track email clients & devices

Track activity by location

Subject line: SUGCON is here

Sender: sebastian.winslow@valtech.com

Email lists / segment: Sugcon 2022

Delivered: 2022-03-15 12:00 AM

Recipients >

2

Opens >

100.00 %

2 Unique Opens 6 Total Opens

Clicks >

0.00 %

0 Unique Clicks 0 Total Clicks

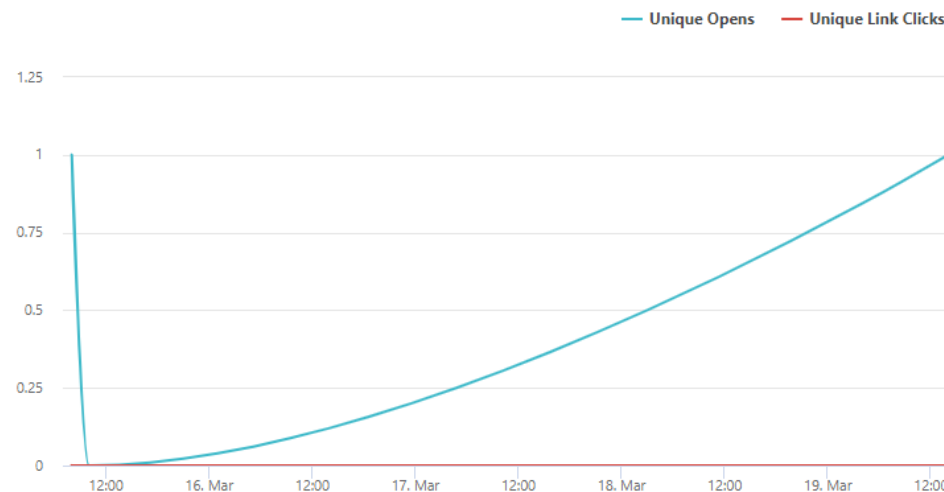
Unsubscribes >

0.00 %

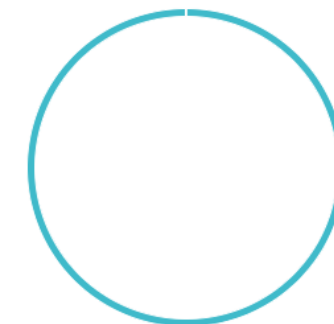
0 Total Unsubscribes

Opens/Links clicked by

Hour Day



Campaign Status



● Opened 100% ● Not Opened 0% ● Bounced 0%



Person Activity

jesper.balle@valtech.com

This Campaign

All Campaigns

Sends Opens Clicks Bounced Unsubscribes Complaints

Sends



Sent On Campaign Name

2022-03-24 01:18 AM This is not to annoy you, but..... (Automation)

2022-03-24 01:16 AM Thanks for signing up (Automation)

2022-03-17 12:00 AM Sugcon 2022 Repeatable Newsletter

2022-03-15 12:00 AM Newsletter April

Browsers



Name	Times Seen	Last Seen Date
OUTLOOK 2016	3	2022-03-15
SAFARI MOBILE	1	2022-03-15

Operating Systems



Name	Times Seen	Last Seen Date
IOS 15	1	2022-03-15
WINDOWS	3	2022-03-15

Email Clients



Name	Times Seen	Last Seen Date
OUTLOOK 2016	3	2022-03-15
SAFARI MOBILE	1	2022-03-15

Top Products



Last Orders



An aerial photograph of a city, likely Budapest, featuring a wide river (the Danube) and a large suspension bridge. The city is densely packed with buildings, and hills are visible in the background. A dark, semi-transparent overlay covers the middle portion of the image, with the word "Samples" written in white text. The bottom of the image shows a forested hillside with autumn-colored trees.

Samples



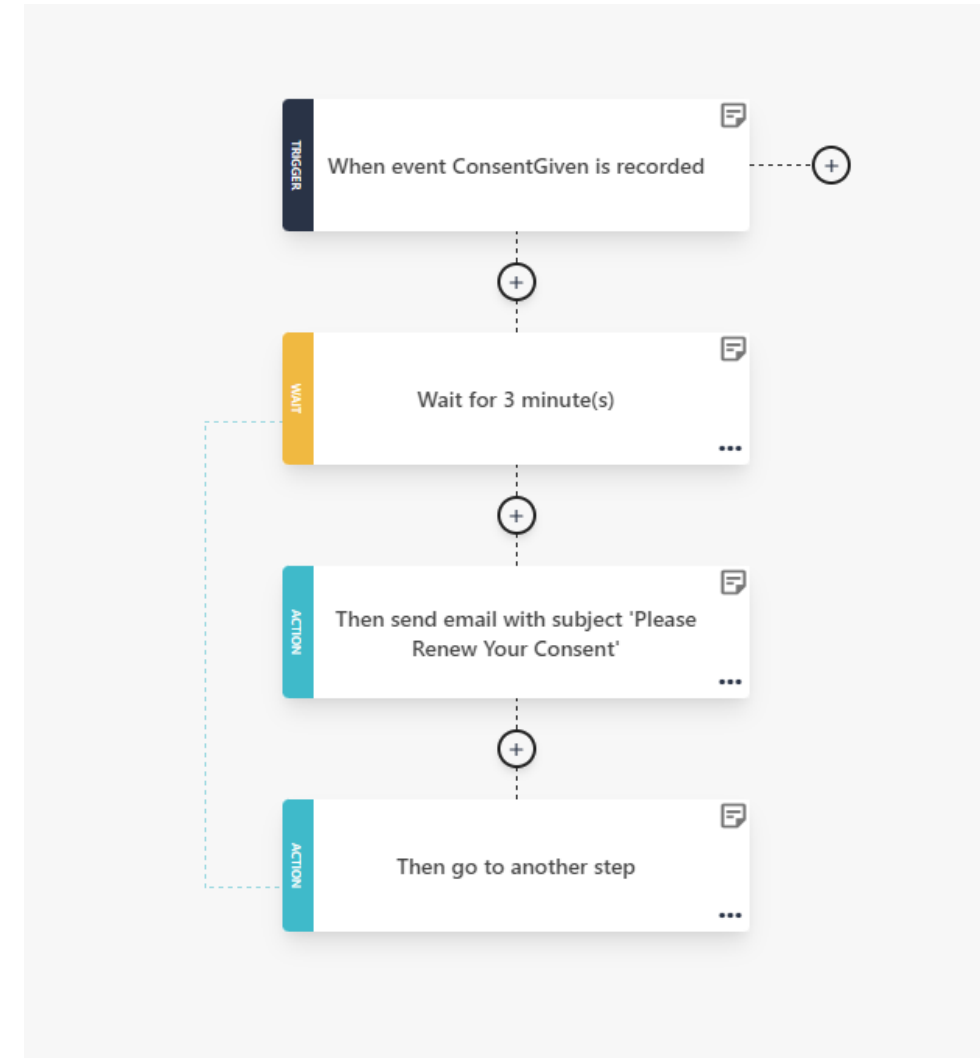
- Event:
Subscribed to newsletter
- Condition:
If within x days since last newsletter, send the newsletter otherwise do nothing
 - § Could do webhook to set a custom field, requires for Sitecore to know date for last dispatch.
- Send URL based campaign
 - § Send out email from Sitecore (no stats)
 - § Send out campaign with primary purpose of pointing to the webpage displaying dynamic newsletter (tracks the click)

GDPR Consent Simple

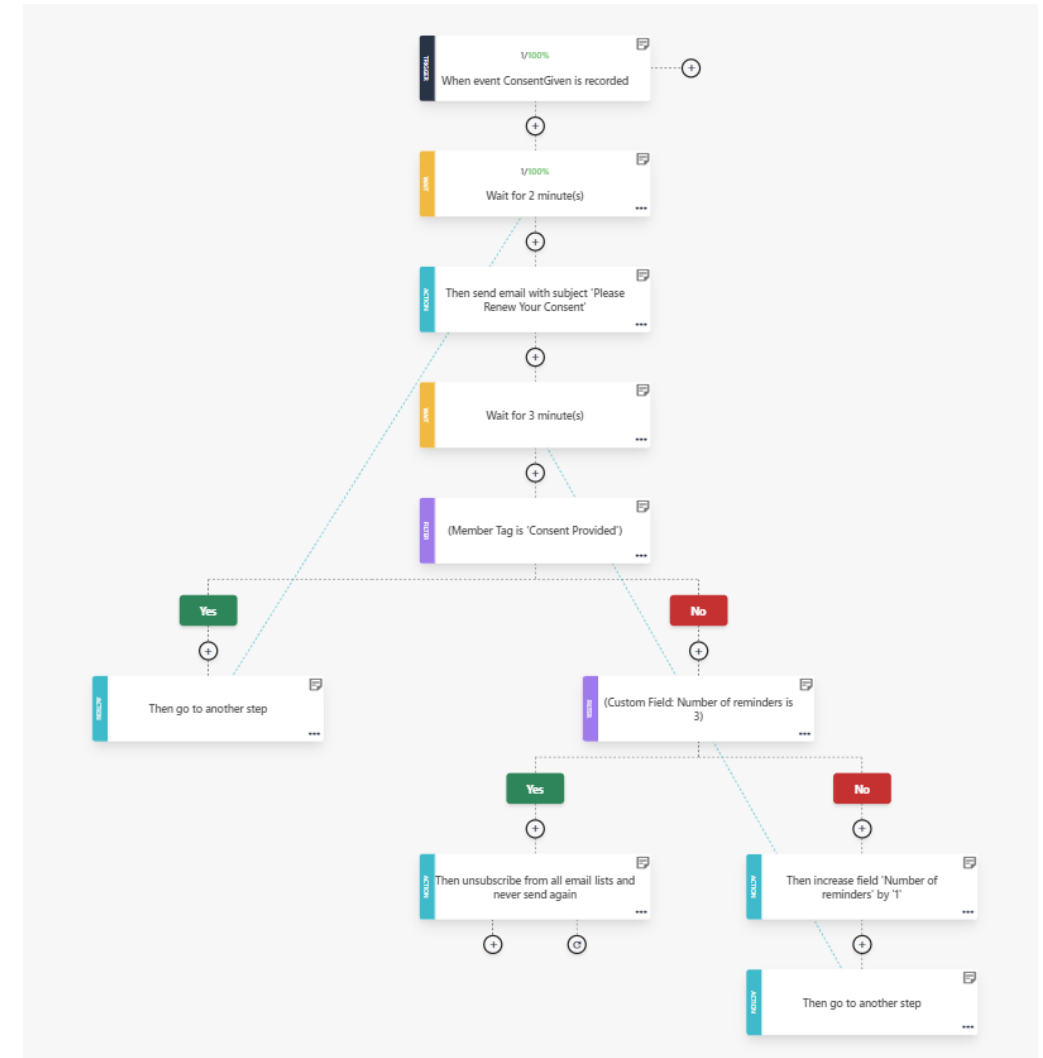


SUGCON
EUROPE 2022

- Triggered by custom event
- Wait
- Send out request to renew consent
- Keep pestering recipient 😊



- Triggered by custom event
- Wait
- Send out request to renew consent
- Wait
- Validate if consents have been given
 - § If Yes go back to initial waiting stage (should also reset counter)
 - § If no validate if enough reminders have been sent
 - If yes Unsubscribe
 - If no Increase counter and loop





Misc.

More Features



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- In addition to what we have seen
 - § Subscription forms
 - § Landing pages
 - § Templates
 - § Custom reports (depending on plan)
 - § Import
 - § Export (CSV, PDF)



- Add your own actions/conditions
- Act on response from Webhooks
- View tracking data (pages and events)
- Add QS parameters with customfields dynamically to links
- Send campaign to single or selected members through API (not test)
- View members in automation state
- View members instead of campaigns or email lists as entry point
- Choose send URL campaign (to single person) as action
- Member stats are for 1 or all campaigns

Website Tracking

Our platform's website tracking is a web analysis service provided by our company.

The data collected is made available to the client for actionable insights (reporting, segmentation, and automation).

Direct access to the data is only provided to the client through the use of our platform.

The data may be used in anonymized and aggregated form from Moosend Ltd. for reporting purposes.

Visitor Tracking

Our platform's website tracking uses proprietary, cookie-based, technology to track data on end-user page visits, product views, user cart, and purchase information but not limited to product quantity and pricing. Data collection at any of the above levels can be turned on or off by the relevant client of our platform.

Our company has no control of the status or information shared through its website tracking feature. More specifically the cookie-technology stores:

- *An identification number to uniquely identify a user's browser session.*
- *An identification number to uniquely identify a browser. It's not possible to uniquely identify a device through this feature*
- *An identification number to uniquely identify the relevant website.*
- *Relevant flags to enable or disable certain library features including but not limited to the exit-intent functionality*

Identifying Specific Users

Our website tracking uses proprietary, cookie-based, technology to link the aforementioned data to a specific user identified by his email address.

This setup allows for more accurate tracking of end-users by associating them with the same ID over various sessions and devices.

This functionality is called `Identify`. Specific user data collection as part of the identify functionality can be turned on or off by the relevant client of our platform.

Our company has no control of the status or information shared through its website tracking feature.



- API
 - § <https://moosendapp.docs.apiary.io>
- Default integrations
 - § <https://moosend.com/integrations/>
- Github (this session)
 - § <https://github.com/ValtechDK/SugCon2022-SitecoreSend>
- Community blogs
 - § Miguel Minoldo (3 parts)
 - <https://miguelminoldo.fr/2021/09/28/a-first-look-at-moosend/>
 - § Neil Killen
 - <https://neilkillen.com/2022/01/23/generating-leads-with-sitecore-personalize-and-sitecore-send-moosend/>
 - § James LePage
 - <https://isotropic.co/moosend-review/>

An aerial photograph of a city, likely Vienna, showing a wide river (the Danube) flowing through the center. A large suspension bridge spans the river. The city is densely packed with buildings, and hills are visible in the background. The foreground shows a forested hillside with autumn-colored trees.

// Compared to previous options it seems definitely to be "Send from Heaven".

– Sebastian Winslow & Jesper Balle

We are proud community members! Please contact us on the following handles:



@psWinslow
@jballe

sitecorechat.slack.com



@w1nsl0w
@BalleJesper

twitter



SEARCHSTAX



americaneagle.com

sagittarius⁷



ALPHA
SOLUTIONS

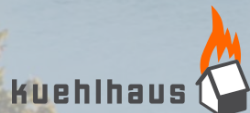
ASSUREX
EXPERIENCE ASSURED

BLASTIC



valtech.

delaware



macaw
Challenge accepted.



Thank you!

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