

# Marketing Automation Project

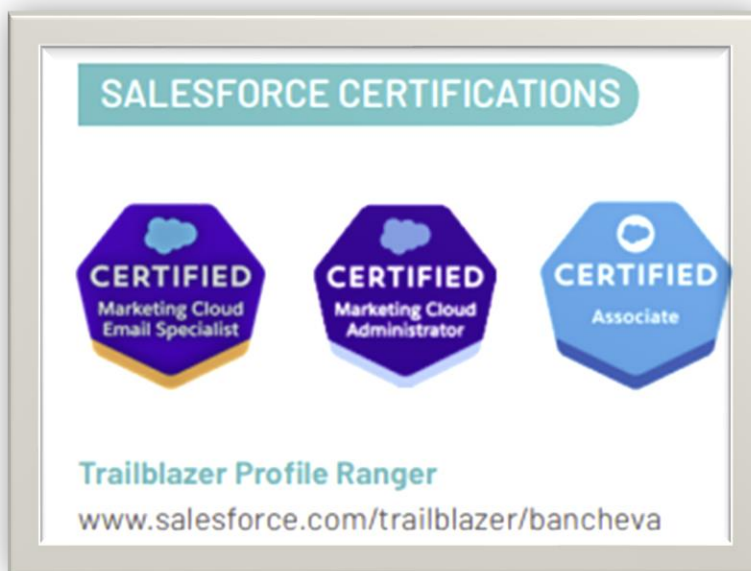
## (Extract)

HOTEL ROOM BOOKING

EMAIL MARKETING JOURNEY for International Guests

2023

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Test Taker Name: Bilyana Ancheva

**Exam: Salesforce Certified Marketing Cloud Email Specialist (ET)**

Result: Pass

Date Completed: 16 November 2022

Section-Level Scoring:

**Email Marketing Best**

**Practices: 100%**

**Content Creation and Delivery: 71%**

Marketing Automation: 75%

Subscriber and Data

Management: 93%

Insights and Analytics: 100%

## Project Scope and Business Requirements Gathered

MOA Hotels, is a hotel company with a presence throughout the globe, however, only markets its hotels in the following countries:

*France, Portugal, Spain, Canada, USA, Germany, United Kingdom, Russia*

Every time someone makes a reservation on our website, an API call will be created where users book a hotel room. This call should include all the fields related to the reservation and the user who makes it.

### Summary

This description outlines the reservation and communication system implemented by MOA Hotels, a global hotel company. The system involves targeted marketing, multilingual emails, timely reminders, and robust automation.

### Areas Implied

1. API - Fire Entry Event as Entry Source in Journey Builder
2. Content Builder & Email Studio for Email Blocks, code snippets, HTML code
3. Journey Builder
4. Relational data model
5. AMPSCRIPT
6. Date transformations
7. Currency transformations
8. Cloud page
9. SQL

## Reservation Process and Email Communication

- API calls capture reservation and user data on the website.
- Email communication includes a dynamic initial email, language and currency conversion, and a "confirm reservation" link.
- In case of a bounced email, a task in Salesforce CRM is created.

## Unconfirmed Reservations Handling

- Tasks or emails are triggered based on the time remaining for unconfirmed reservations.
- If less than one month remains, a Salesforce CRM task is created.
- If more than one month remains, a periodic email with a Cloudpage link for date modification is sent until the reservation is confirmed.
- Less than 48 hours before the stay, a reminder email is sent with additional experiences.

## Email Timing and Cancellation Checks

- Emails are sent at specific time slots, with the first one at 9:00 in the morning.
- Reservations are checked for cancellation daily at 02:00 on Salesforce Marketing Cloud FTP.

## Automated Tracking and Data Export

- Tracking of communication shipments, openings, and clicks is automated.
- Data from the previous day's shipments is exported to Marketing Cloud SFTP at 8:00 in the morning daily.

## Reservation Statistics Automation

- Automation is implemented to load total reservations, confirmed bookings, and cancelled reservations into a table for daily consultation by the marketing team.

Once the reservation is booked, **Email 1, a transactional email** with booking details will be sent automatically.

### Email 1 requirements:

The initial email that is sent must be a dynamic email where all the reservation data in the user's specific language and its currency is different from the the euro must be converted with the appropriate exchange rate euro / local currency and must

have a button CTA "confirm the reservation", redirecting to a CloudPage with Smart Capture form.

If this email 1 gets a bounce, create a task in Salesforce CRM withing the Journey Builder canvas.

In case the reservation is not yet confirmed and depending on the time that remains for the reservation, the following will be done:

### Email 2 requirements:


Since the email is guiding the recipient to modify a reservation they made (a specific transaction), it falls under the type of transactional communication.

If there is less than one month left, a task will be created in Salesforce CRM if there is more than one month left month an email 2 will be sent that will redirect to a Cloudpage where the data is preloaded

of the reservation that will exclusively allow modification of the booked dates.

The CTA button of this Email 2 will be "Modify your reservation"

This email will be re-sent periodically every week until the booking date is less than a month or when the users confirm the reservation. When less than a month is left, a task activity in Journey Builder canvas will be created in Salesforce CRM.



The email must show the following fields in the specific language of the user, name of the hotel, days remaining for the trip, length of days of the stay, person who made the reservation, the booking cost in the country currency, hotel category, and names of the other guests.

### Email 3 requirements:

Finally, when there are less than 48 hours left for the stay, another email 3 will be sent reminding you of your stay and offering additional experiences at the destination.

An email that **reminds you of your stay** and **offers additional experiences at the destination** is considered **commercial, so Email 3 will be commercial email**.

This type of email is focused on **enhancing the customer's experience** by promoting additional services or activities (such as tours, upgrades, or special offers) related to their upcoming stay. It is meant to **encourage the recipient to make a purchase or take advantage of extra services**, which is characteristic of a commercial email.

In Order to send to the local time of the client from different regions across the globe must be created a "wait activity" in Journey Builder until it is appropriate for the right time zone. Send Time Optimization STO activity can be applied to optimize the best time in terms of open rating.

The only exception is for the first email that will be sent at 9:00 in the morning.

It is necessary to check before sending each communication to see if the reservation has been cancelled.

For this, a file with the cancelled reservations will be left every day at 02:00 on Salesforce Marketing Cloud FTP

Carry out an automated tracking of the shipments, openings and clicks of these

communications. Automate so that every day at 8:00 in the morning export data from the previous day's shipments to Marketing Cloud SFTP.

Finally, automation must be generated that loads the number of total reservations, the number of valid reservations and the number of reservations cancelled by day. So that the marketing team can consult it.

### Content Builder & Email Studio for Email Blocks, code snippets, HTML code

I start by creating 3 email templates for the journey. I created an HTML email and added it to Content Builder.

To make shorter this presentation, I will showcase only Email 1

1. I Preview and Test in Email Studio
2. Subject: MOA HOTELS [Test]:Your booking needs confirmation
3. Send a test email to my Gmail
4. HTML Code <https://codepen.io/bilyancheva/pen/poMYmvG>

To view this email as a web page, go [here](#).



Dear Guest,

Thank you very much for choosing our hotel for your vacation. However, your booking is not confirmed yet.

Please confirm it by clicking the green button below. These are the details of your booking:

On behalf of: Joseph Green

Hotel: Habana\_Grand\_Club

Hotel: Habana\_Grand\_Club

Place: Luciano Cordeiro 78 Lisboa 658723

Number of nights: 2

Check-in\_date: 03/05/2023 00:00

Check-out date: 05/05/2023 00:00

Booking\_id: BK03687

Price:\$ 350

MOA Hotel Reservations Team

[Confirm your booking](#)



Confirm your booking

## I USE AMPSCRIPT

to dynamically present content in the 5 different languages.

I apply AMPSCRIPT formulas to format the dates, and the foreign currency for each language.

In the first 2 emails that carry CTA in the Button Block, within the button block, in the Link URL I apply `%%=RedirectTo(CloudPagesURL)=%%` for the corresponding landing

## EMAIL BUILDING - CONTENT BUILDER

For the copy and AmpScript of the 3 emails I use the following Sendable Data Extension  
Containing the variables to be declared and defined with the Ampscript code

Email Overview Content Subscribers Interactions A/B Testing Tracking Admin

**Edit Email** Email1\_Examen\_Bilyana

Properties Content **Preview and Test**

Subscriber Preview and Attributes

Subject: %%=v(@Subject)=%%  
Preheader: %%=v(@Preheader)=%%

Search

Booking\_Id Search

HOTEL_ID	BOOKING_ID	HOTEL_NAME	HOTEL_ADDRESS	ACCOM_TYPE	ROOM_TYPE	TOTAL_NIGHTS	ADULTS	CHILDREN	RESERVED_ROOMS	GUEST_FIRSTNAME	GUEST_LASTNAME	GUEST_EMAILADDRESS
HGC001	BK03887	Habana_Grand_Club	Luciano Cordero 78 Lisboa 958723	RO	Apartment	2	2	3	2	Joseph	Green	joseph.green@email.com
FA30002	BK03888	Fard_3	Stralauer Platz 35	HB	Studio	10	1	1	1	Andrea	Pink	andrea.pink@email.com
STZ003	BK03889	Schultz_Hotel		FB	Family	17	2	2	2	Margarta	Blanco	margarta.blanco@email.com
HGC001	BK03890	Barcelo Ibiza	calle Felicidad 2 Ibiza	RO	Triple	4	2	1	1	Luis	Blue	luis.blue@email.com
FA30002	BK03891	Iberostar	Main Avenue 134, Malaga	HB	Single	5	1	0	1	Peter	Black	peter.black@email.com
STZ003	BK03892	Ilunion	Stralauer Platz 35 Berlin	FB	Double	17	2	0	1	Joe	White	joe.white@email.com

PRICE	BOOKING_STATUS	HOTEL_PHONE	LANGUAGE	CHECK_IN_DATE	CHECK_OUT_DATE	LOCALE	CURRENCYCODE	FORMATTEDPRICE
350	True	111111111	EN	03/05/2023 00:00	05/05/2023 00:00	34	en-US	\$
230	False	222222222	DE	04/05/2023 00:00	14/05/2023 00:00	44	de-DE	€
230	True	333333333	PT	13/05/2023 00:00	30/05/2023 00:00	49	PT	€
350	True	444444444	FR	23/05/2023 00:00	27/05/2023 00:00	1	FR	€
85	True	555555555	RU	03/06/2023 00:00	08/06/2023 00:00	33	RU	RUB
95	True	666666666	ES	03/04/2023 00:00	20/04/2023 00:00	7	es-ES	€



The structure of Email 1 is an Image block, 1 a Code Snippet block , y 1 CTA button block

The screenshot displays the MITM Framework's web interface. On the left, a list of intercepted requests is shown, including details like the request ID, URL, status, and size. The selected request is a GET request to 'http://10.10.10.10:8080/...' with a status of 200. The right pane shows the request body, which is a JSON object containing a 'data' field with a 'value' of '10.10.10.10'.

I share the applied code For the Subject and Preheader:

```

1  %%[
2  /* AJUSTES SUBJECT Y PREHEADER */
3  SET @Language = AttributeValue("Language")
4  IF @Language == "EN" THEN SET @Subject = "Your booking needs confirmation"
5  ELSEIF @Language == "DE" THEN SET @Subject = "Ihre Buchung muss bestätigt werden"
6  ELSEIF @Language == "PT" THEN SET @Subject = "Sua reserva precisa de confirmação"
7  ELSEIF @Language == "RU" THEN SET @Subject = "Требуется подтверждения Вашего резервации"
8  ELSEIF @Language == "FR" THEN SET @Subject = "Votre réservation nécessite une confirmation"
9  ELSEIF @Language == "ES" THEN SET @Subject = "Tu reserva necesita que la confirmes"
10
11  ENDIF ]%%
12
13  %%[ SET @Language = AttributeValue("Language")
14  IF @Language == "EN" THEN SET @Preheader = "Take action now to confirm it"
15  ELSEIF @Language == "DE" THEN SET @Preheader = "Sie können es jetzt bestätigen"
16  ELSEIF @Language == "PT" THEN SET @Preheader = "Você pode confirmar isso agora"
17  ELSEIF @Language == "RU" THEN SET @Preheader = "Теперь вы можете подтвердить это"
18  ELSEIF @Language == "FR" THEN SET @Preheader = "Vous pouvez le confirmer maintenant"
19  ELSEIF @Language == "ES" THEN SET @Preheader = "La puedes confirmar ahora"
20
21
22  ENDIF ]%%

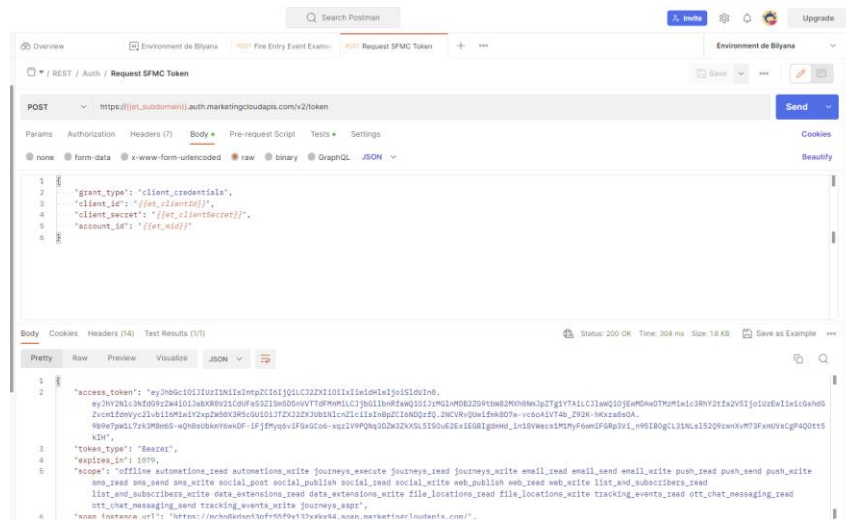
```

## JOURNEY BUILDER

I will be creating 3 partial journeys, and I will also show an entire journey that encompasses everything in one

### POSTMAN APIs REST as Entry Source in Journey Builder

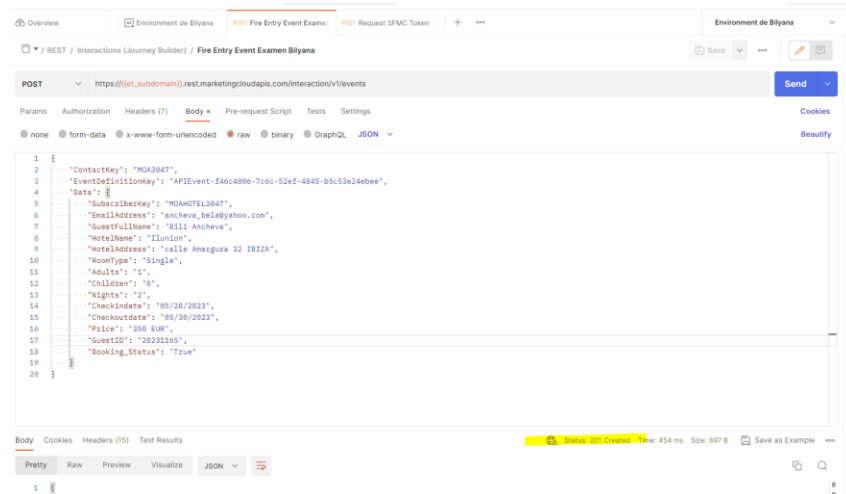
Step 1 Perform Auth in Postman-successful

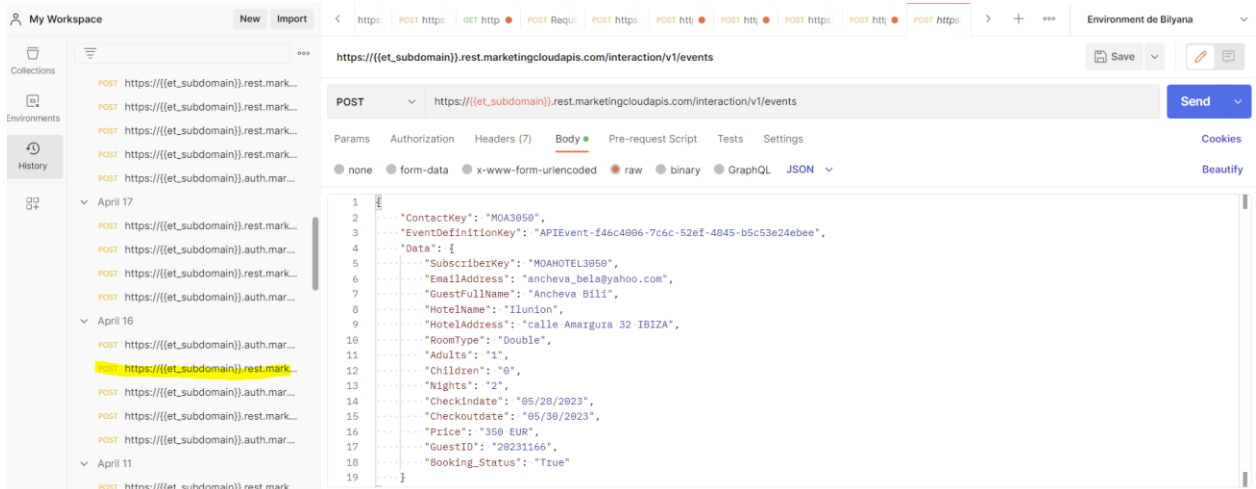
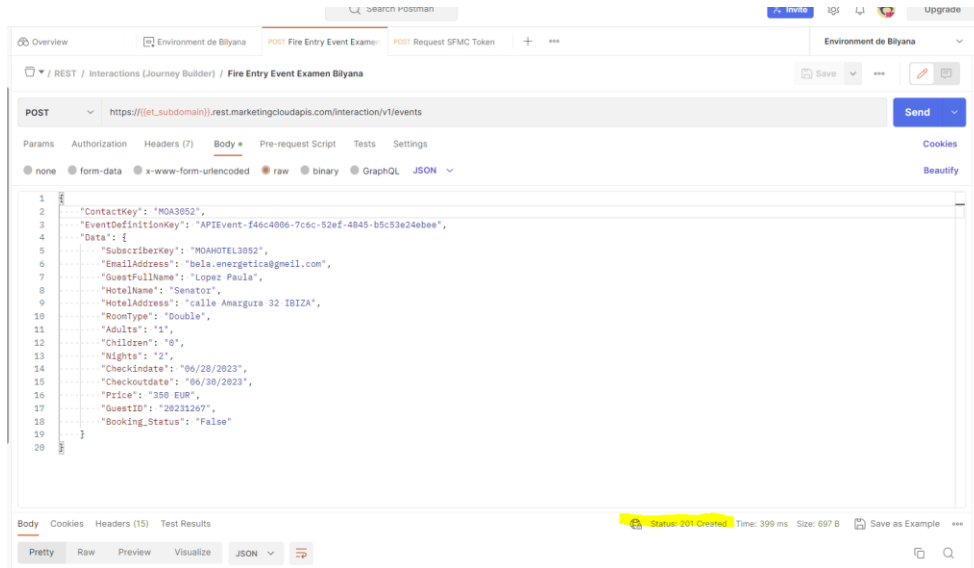


## Step 2

I make Fire Entry Event by Postman to use as API Event entry in Journey Builder.

Status 201 Created from multiple contacts uploading to a DE from Triggered Send template





the Data Extension is DE1\_Examen\_Bilyana\_API

Contact Builder													
Data Designer													
Data Sources													
Data Extensions													
Imports													
Contacts Configuration													
DE1_Examen_Bilyana_API													
Utilizado para almacenar los registros de nuevas reservas que son pendientes de confirmación y entraron en Jour													
GuestID	Search	Import	Export	Get Record	Clear Record							See Results	Add Record
GuestFullName	HotelName	SubscriberKey	HotelAddress	EmailAddress	RoomType	Adults	Children	Nights	CheckIndate	CheckOutdate	Price	GuestID	Booking_Status
Paul Wilson	Barcelo B2A	MOAHTEL337	calle Amargura 32 B2A	paw@paw.com	Single	1	0	2	04/20/2023	04/20/2023	350 EUR	2023104	False
Bilyana Andreea	Barcelo B2A	MOAHTEL3147	calle Amargura 32 B2A	bela.energetica@gmail.com	Single	1	0	3	05/20/2023	05/21/2023	350 EUR	2023107	False
Bl Andreea	Junion	MOAHTEL3347	calle Amargura 32 B2A	andreea_bela@yahoo.com	Single	1	0	2	05/20/2023	05/20/2023	350 EUR	2023108	True
Andreea Bili	Junion	MOAHTEL3350	calle Amargura 32 B2A	andreea_bela@yahoo.com	Double	1	0	2	05/20/2023	05/20/2023	350 EUR	2023108	True
Lopez Paula	Senator	MOAHTEL3352	calle Amargura 32 B2A	bela.energetica@gmail.com	Double	1	0	2	05/20/2023	05/20/2023	350 EUR	2023107	False
Lopez Paula	Barcelon B2A	MOAHTEL3372	Av. Mar. Cereales Lopez 300 Lator	andreea_bela@yahoo.com	Double	2	0	2	05/20/2023	05/20/2023	450 EUR	2023107	False
Lopez Paula	Barcelon B2A	MOAHTEL3372	Av. Mar. Cereales Lopez 300 Lator	bela.energetica@gmail.com	Double	2	0	2	05/21/2023	05/26/2023	450 EUR	2023117	True

An additional task I do successfully is to fill a Data extension with data via API Data events by Key

▼ / Data Ev... / Asynchro... / https://{et\_subdomain}.rest.marketingcloudapis.com/hub/v1/dataevents/key:DE\_Reservas\_E...

Save

POST ▼ https://{et\_subdomain}.rest.marketingcloudapis.com/hub/v1/dataevents/key:DE\_Reservas\_Examen\_Bilyana/rowset

Params Authorization Headers (7) **Body** Pre-request Script Tests Settings

● none

● form-data

● x-www-form-urlencoded

● raw

● binary

● GraphQL

● JSON ▼

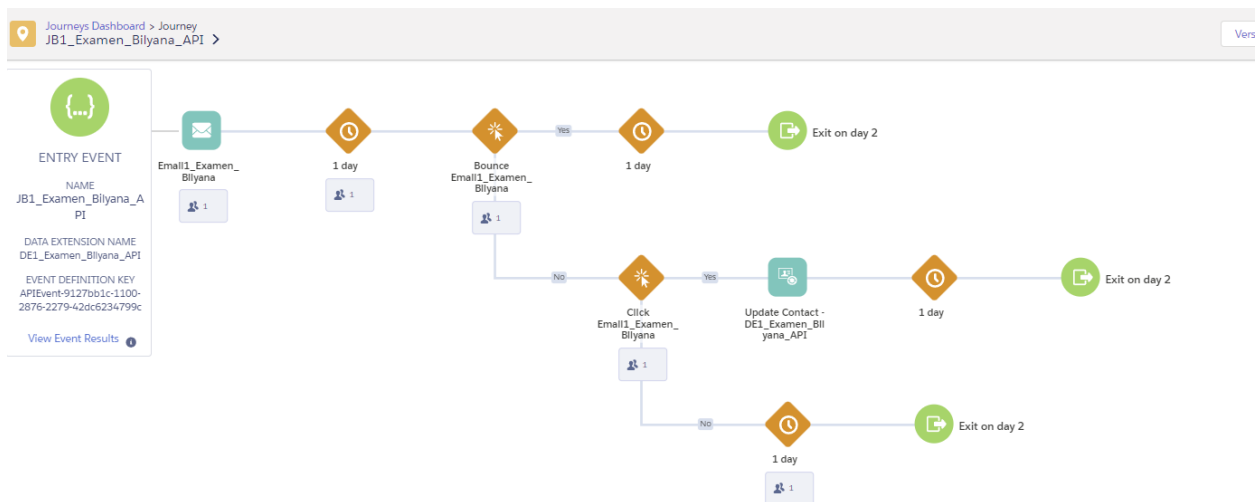
```
1  [  
2    {  
3      "keys": {  
4        "Booking_id": "BK04593"  
5      },  
6      "values": {  
7        "EmailAddress": "ancheva_bela@yahoo.com",  
8        "GuestFullName": "Lopez Paula",  
9        "HotelName": "Radisson Blu Hotel",  
10       "HotelAddress": "Av. Mal. Craveiro Lopes 390 Lisbon",  
11       "RoomType": "Double",  
12       "Adults": "2",  
13       "Children": "0",  
14       "Nights": "2",  
15       "Checkindate": "06/28/2023",  
16       "Checkoutdate": "06/30/2023",  
17       "Price": "460 EUR",  
18       "Locale": "39",  
19       "CurrencyCode": "PT",  
20     }
```

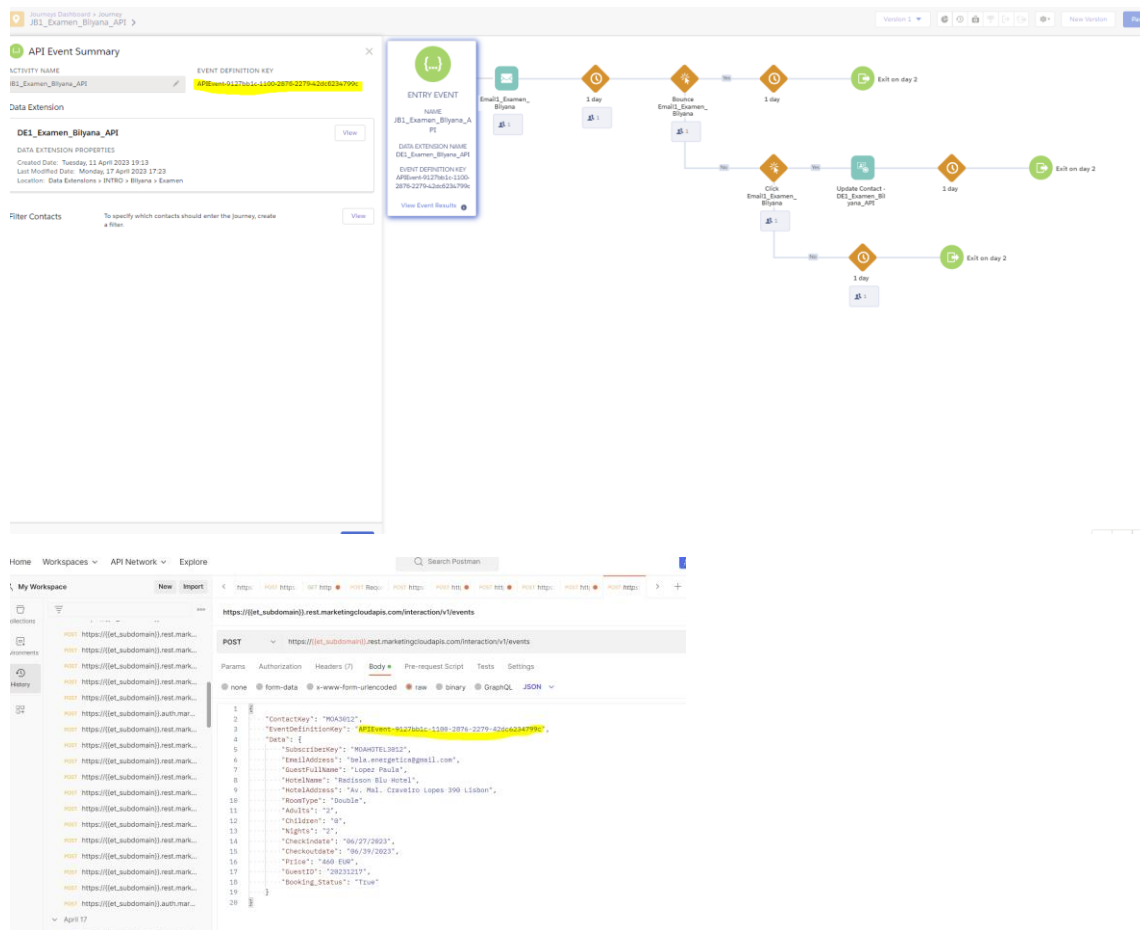
### Step 3

Journey 1 in Journey Dashboards is this

<input type="checkbox"/>	JB1_Examen_Biliyana_API Version 1	Running	1 Entries --	21/04/2023 16:38	-
<input type="checkbox"/>	JB2-Examen-Biliyana_Email2 Version 2	Running	6 Entries --	18/04/2023 12:24	-

Journeys Dashboard					
96 Journeys					
Journeys	JOURNEY #	STATUS	PERFORMANCE	LAST MODIFIED	
JB Journeys	JB_RECORDERIO_300IAS_COCOCHANNEL Version 1	Running	1 Entries --	15/04/2023 12:44	-
Scheduled Single Sends	JB_Reminder_Reservas_MOA Version 1	Draft	--	23/04/2023 14:13	-
Recent Single Sends	JB_Reserva_Eva Version 1	Draft	--	20/04/2023 11:59	-
Transactional	JB_Reservas_MOA Version 1	Draft	--	23/04/2023 13:09	-
Folders	JB_script_Eva Version 1	Draft	--	13/03/2023 20:02	-
	JB_SUBSCRIBERS_API_COCOCHANNEL Version 1	Running	2 Entries --	23/04/2023 12:50	-
	JB_TRIGGER_LAURA	Draft	--	12/03/2023 19:16	-
	JB_Weekly_Reminder_Examen_Manuela Version 1	Running	20 Entries --	19/04/2023 21:45	-
	JB1_Examen_Biliyana_API Version 1	Running	1 Entries --	21/04/2023 16:38	-
	JB2-Examen-Biliyana_Email2 Version 2	Running	6 Entries --	18/04/2023 12:24	-





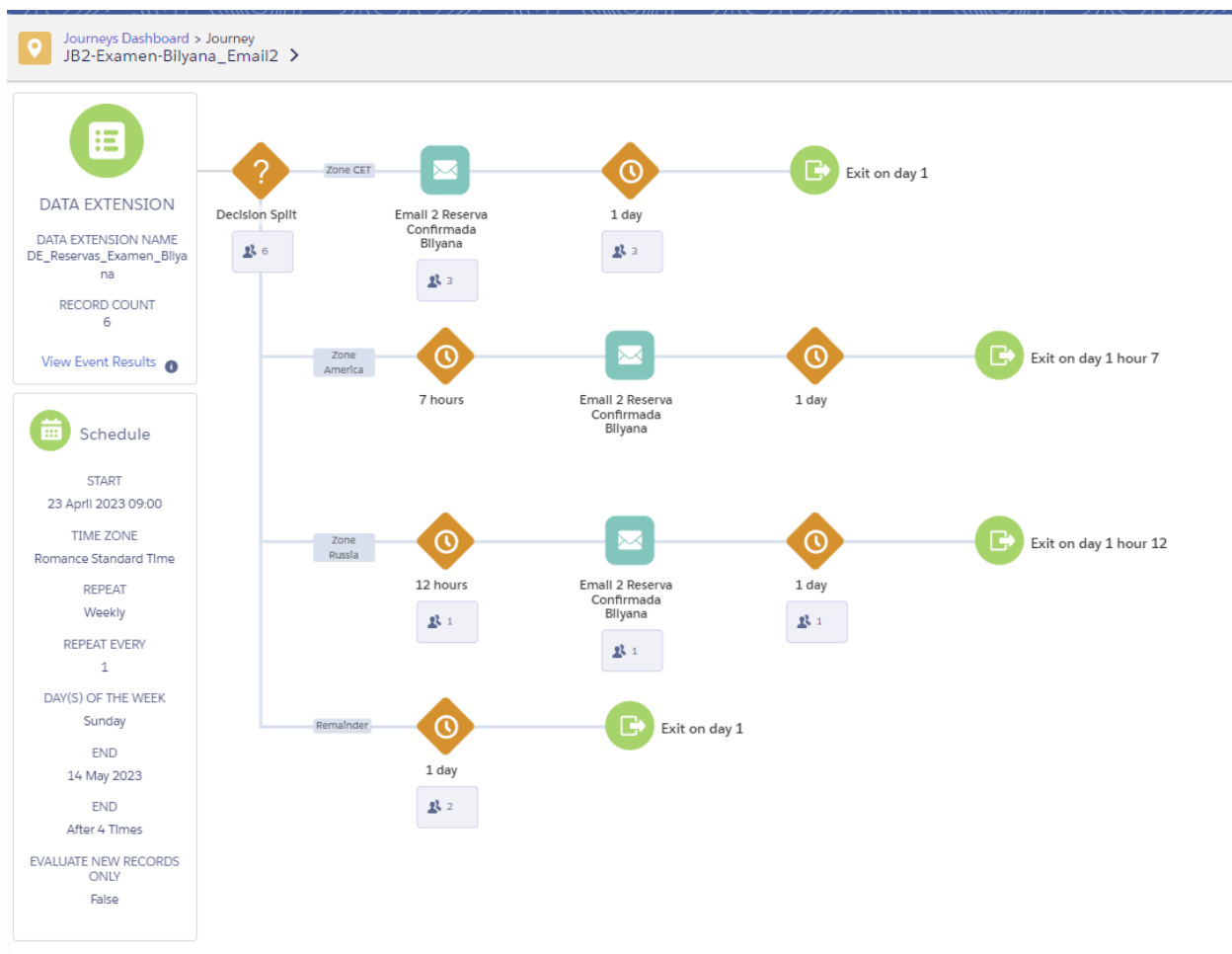
## Step 4

Journey 2 is the one that starts with the data extension that comes updated from the Cloudpage. It's called **DE\_Reservas\_Examen\_Bilyana**.

Since the requirements demand that a scheduled sending be made, I choose as Entry Source instead of CloudPage Entry Source as input, the Data Extension linked to this Cloudpage so that it can be scheduled and send Email 2 once a week until it is available. less than a month.

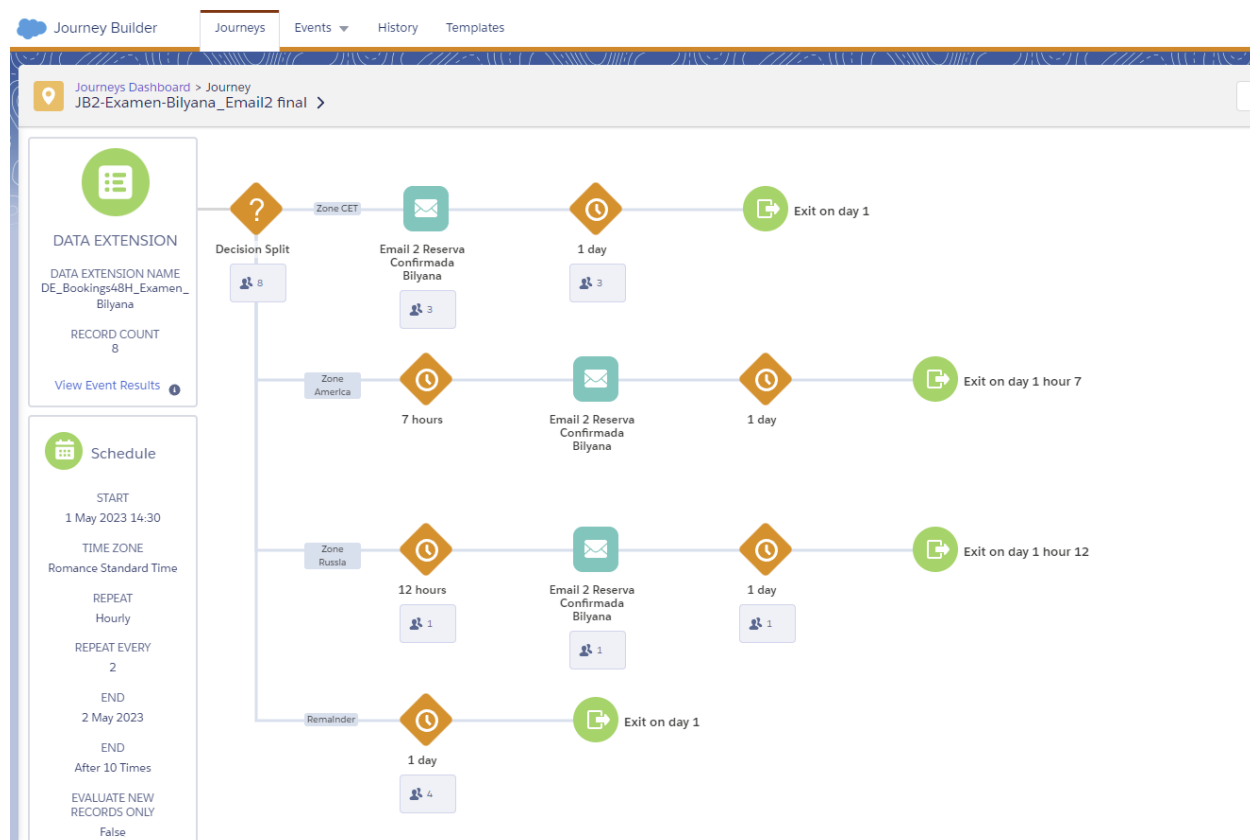
This is Journey 2 called JB2-Exam-Bilyana\_Email2

I apply Decision Split depending on the time zone to respect the condition that the shipment must be made in the morning for the corresponding zone.





The email journey 2 after testing it, I leave it with Scheduled Automation that segments and puts in the journey the bookings that have 48h left through Automation Activity AU\_48h\_Examen\_Bilyana\_JB2



All my journeys are located in All Journeys in Journey Builder Dashboard like this

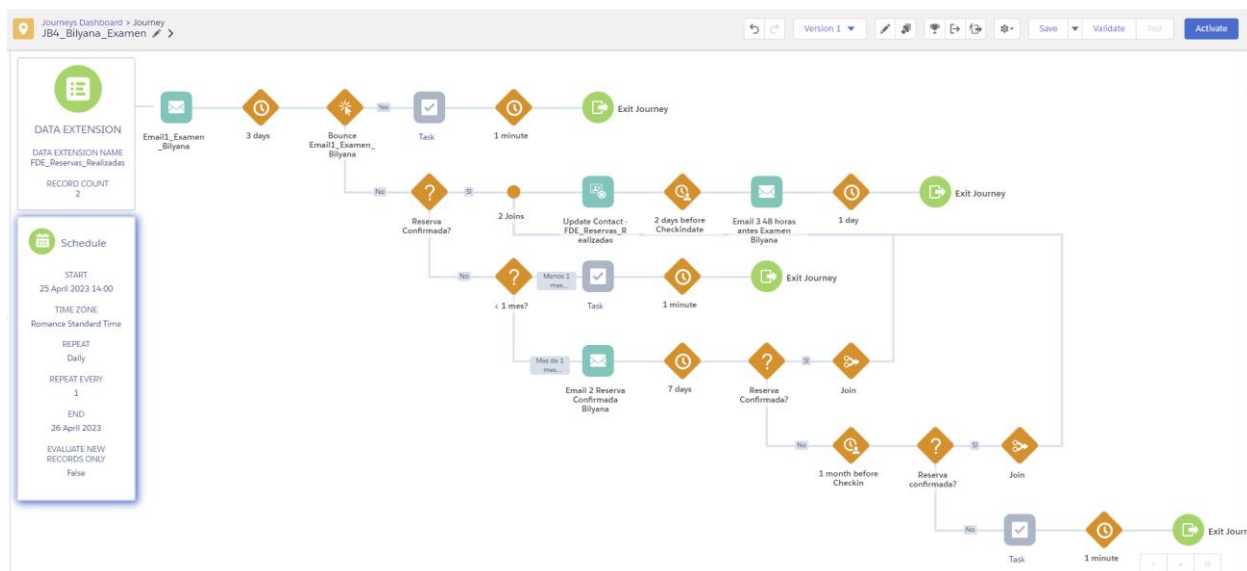
**Journeys Dashboard**

Search: EXAMEN\_BILYANA | Create New Journey

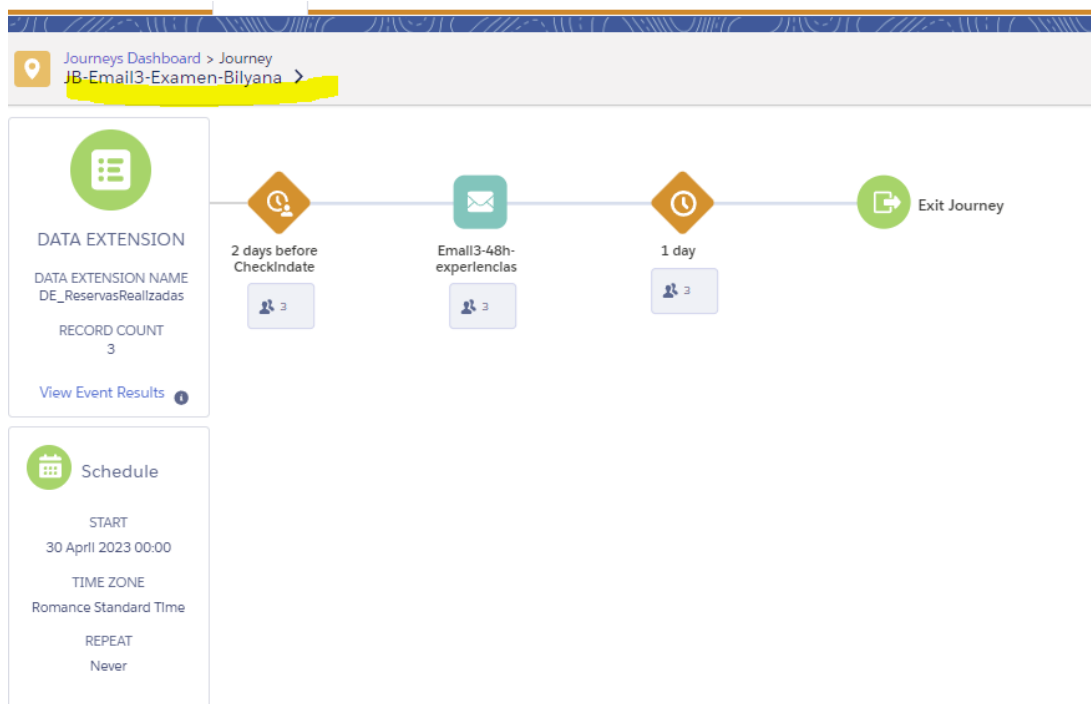
104 Journeys

JOURNEY	STATUS	PERFORMANCE	LAST MODIFIED
JB1_Examen_Bilyana_API Version 1	Running	1 Entries	21/04/2023 16:38
JB2-Examen-Bilyana_Email2 Version 2	Running	12 Entries	24/04/2023 00:36
JB2-Examen-Bilyana_Email2 final Version 1	Running	8 Entries	01/05/2023 14:16
JB-Email3-Examen-Bilyana Version 1	Running	3 Entries	25/04/2023 15:02

The third Journey that I have created but is not activated covers all of them in one, and paints the journey that we must carry out in the best possible way. This journey input is supposed to be from Salesforce Data in order for TASK to be created in Sales Cloud. In this journey, due to the lack of connection with Sales Cloud, I have used a Data extension filtered from only the reservations made. I have created a Data Filter although I must do it with SQL and link by Automation and not by Recurring date in the Schedule part.



And also a separate journey 3 that starts with the Data extension that contains only the reservations made. I apply Wait by Attribute for the 2 days before departure that offers of additional experiences arrive



The Journey is successfully tested

Journeys Dashboard > Journey  
JB-Email3-Examen-Bilyana >

**Journey Test Results**  
Click the arrows to view each contact's attribute values and expected path.

Want to modify the test? [Back to Test Summary](#)

1 of 1

ATTRIBUTE	VALUE
GuestFullName	Lopez Paula
HotelName	Radisson Blu Hotel
SubscriberKey	MOAHOTEL3012
HotelAddress	Av. Mat. Cavestro Lopez 390 Lisbon
EmailAddress	lopez.enrique@bilyana.com
RoomType	Double
Adults	2
Children	0
Nights	2
Checkindate	06/27/2023
Checkoutdate	06/29/2023
Price	460 EUR
GuestID	20231217
Booking_Status	True

**DATA EXTENSION**  
DATA EXTENSION NAME  
DE\_ReservasRealizadas  
RECORD COUNT  
3

**Schedule**  
START  
30 April 2023 00:00  
TIME ZONE  
Romance Standard Time  
REPEAT  
Never

2 days before Checkindate  
Email3-48h-experiencias  
1 day  
Exit Journey

Journeys Dashboard > Journey  
JB2-Examen-Bilyana\_Email2 (Test) >

Automation

Only automations that use a sendable data extension appear

Browse All Automations	Automation Summary	Associated Data Extensions
my automations JB2-Examen-Bilyana_Email2 Jorge	AU_48h_Examen_Bilyana_JB2 Esta Automatización va a ir segmentando las reservas confirmadas con check-in-data que es < de 48horas, y será utilizada en JB2 Examen Bilyana Last Run: N/A	Unscheduled DE_Bookings48H_Examen_Bilyana

Journeys Dashboard > Journey  
JB2-Examen-Bilyana\_Email2 (Test) >

Schedule Summary

Automation: AU\_48h\_Examen\_Bilyana\_JB2  
Activity Name: QA\_48H\_SQL\_Examen\_Bilyana  
Automation Status: Unscheduled

Contact Evaluation: Select the record set Journey Builder evaluates on each run

DATA EXTENSION

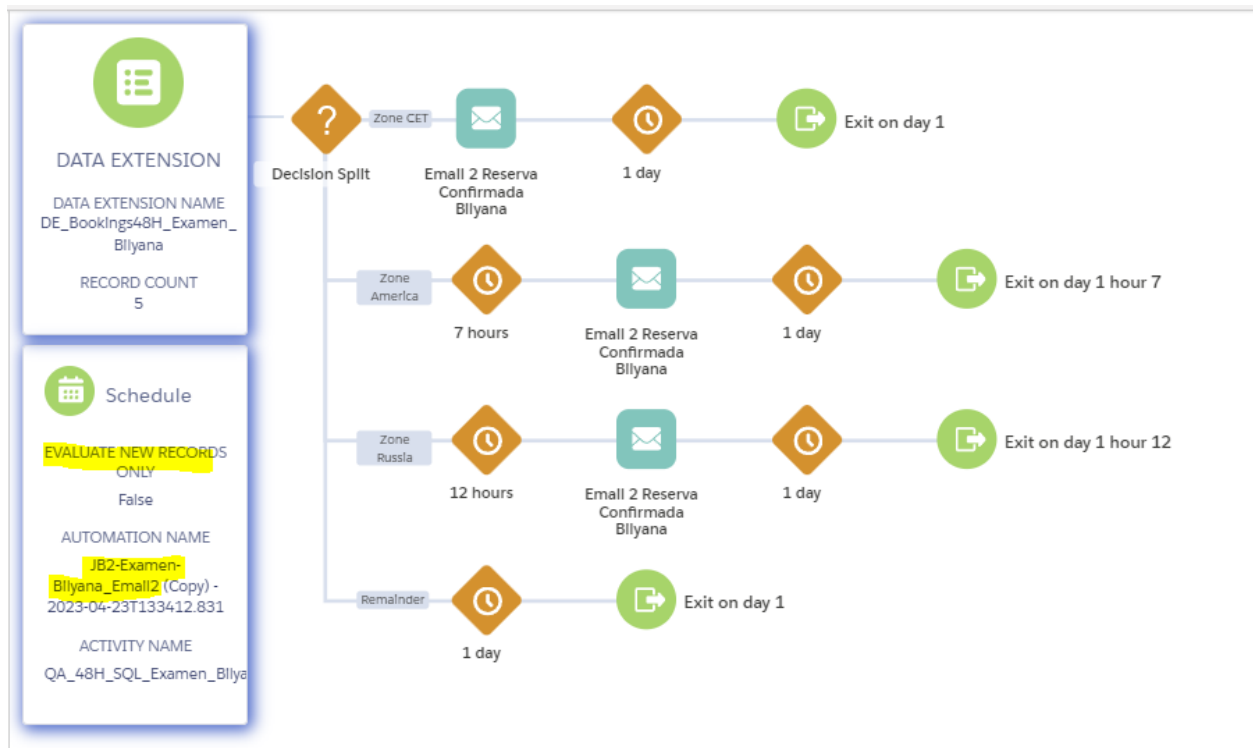
DATA EXTENSION NAME: DE\_Bookings48H\_Examen\_Bilyana  
RECORD COUNT: 5

Schedule

START: 30 April 2023 09:00  
TIME ZONE: Romance Standard Time  
REPEAT: Weekly  
REPEAT EVERY: 1  
DAY(S) OF THE WEEK: Sunday  
END: 14 May 2023  
END: After 3 Times  
EVALUATE NEW RECORDS

Decision Split

- Zone CET: Email 2 Reserva Confirmada Bilyana, 1 day, Exit on day 1
- Zone America: 7 hours, Email 2 Reserva Confirmada Bilyana, 1 day, Exit on day 1 hour 7
- Zone Russia: 12 hours, Email 2 Reserva Confirmada Bilyana, 1 day, Exit on day 1 hour 12
- Remainder: 1 day, Exit on day 1



## Test the Journey carried out successfully

Journeys Dashboard > Journey  
JB2-Examen-Bilyana\_Email2 (Test) >

Version 1

Journey Test Results

Click the arrows to view each contact's attribute values and expected path.

Want to modify the test? [Back to Test Summary](#)

1 of 1

ATTRIBUTE	VALUE
Booking_id	BK03687
SubscriberKey	MOAHOTEL32
HotelID	HOC001
EmailAddress	bela.energetica@gmail.com
Guest1	Joseph Green
Guest1ID	X
Guest2	X
Guest2ID	X
Guest3	X
Guest3ID	
CheckinDate	05/30/2023 00.00 (UTC-6)
CheckoutDate	06/02/2023 00.00 (UTC-6)
Nights	3
Adults	2
Kids	null
Rooms	1
Type	FB
Price	450
Phone	111111111111111
Language	PT
Locale	PT

Activate Journey Return to Draft

DATA EXTENSION

DATA EXTENSION NAME  
DE\_Bookings48H\_Examen\_Bilyana

RECORD COUNT  
5

Schedule

EVALUATE NEW RECORDS ONLY  
False

AUTOMATION NAME  
JB2-Examen-Bilyana\_Email2 (Copy) - 2023-04-23T13:34:12.831

ACTIVITY NAME  
QA\_48H\_SQL\_Examen\_Bilyana

AUTOMATION STATUS  
Paused

Decision Split

Zone CXT

Email 2 Reserva Confirmada Bilyana

1 day

Exit on day 1

Zone America

7 hours

Email 2 Reserva Confirmada Bilyana

1 day

Exit on day 1 hour 7

Zone Russia

12 hours

Email 2 Reserva Confirmada Bilyana

1 day

Exit on day 1 hour 12

Remainder

1 day

Exit on day 1

## As Journey Settings I have assigned Re-entry only after exiting

JB2-Examen-Bilyana\_Email2 final Settings

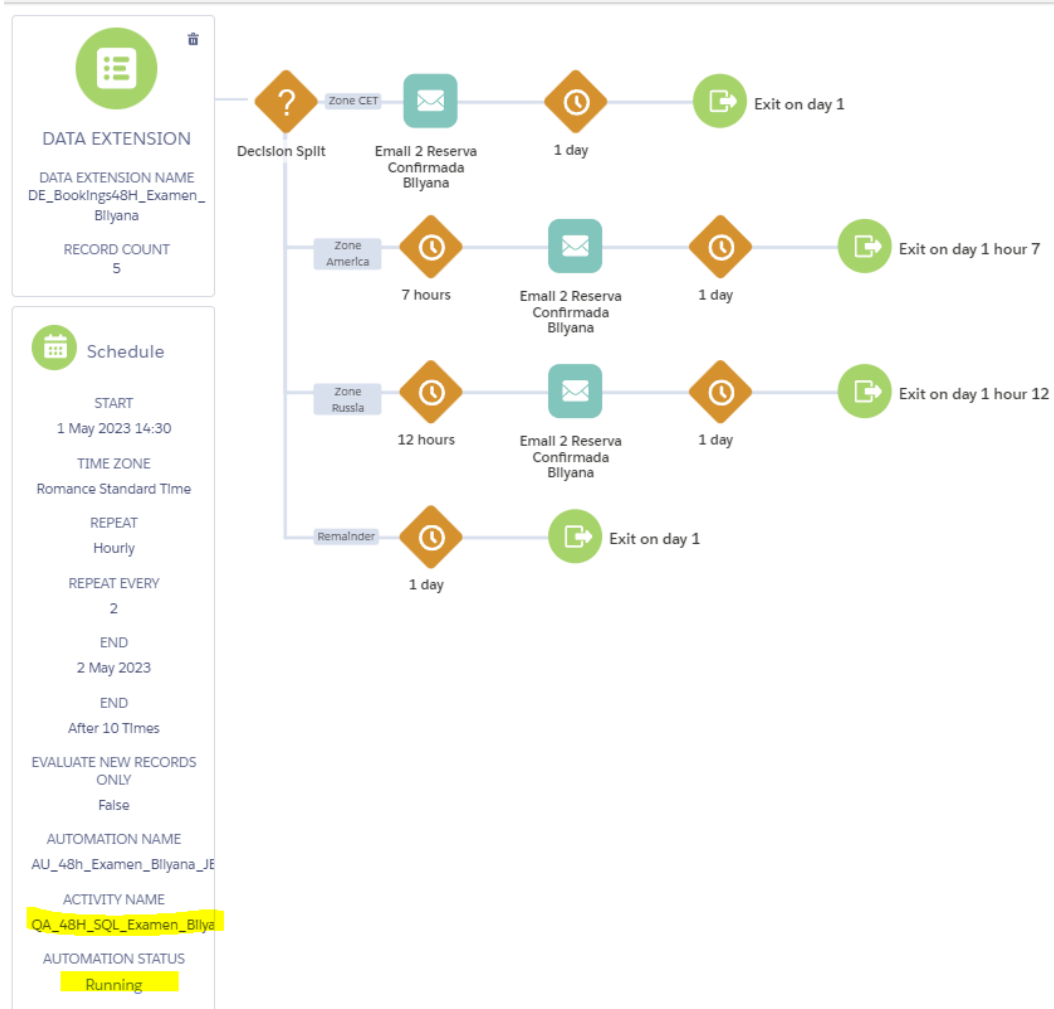
Version 1

SETTINGS DATA

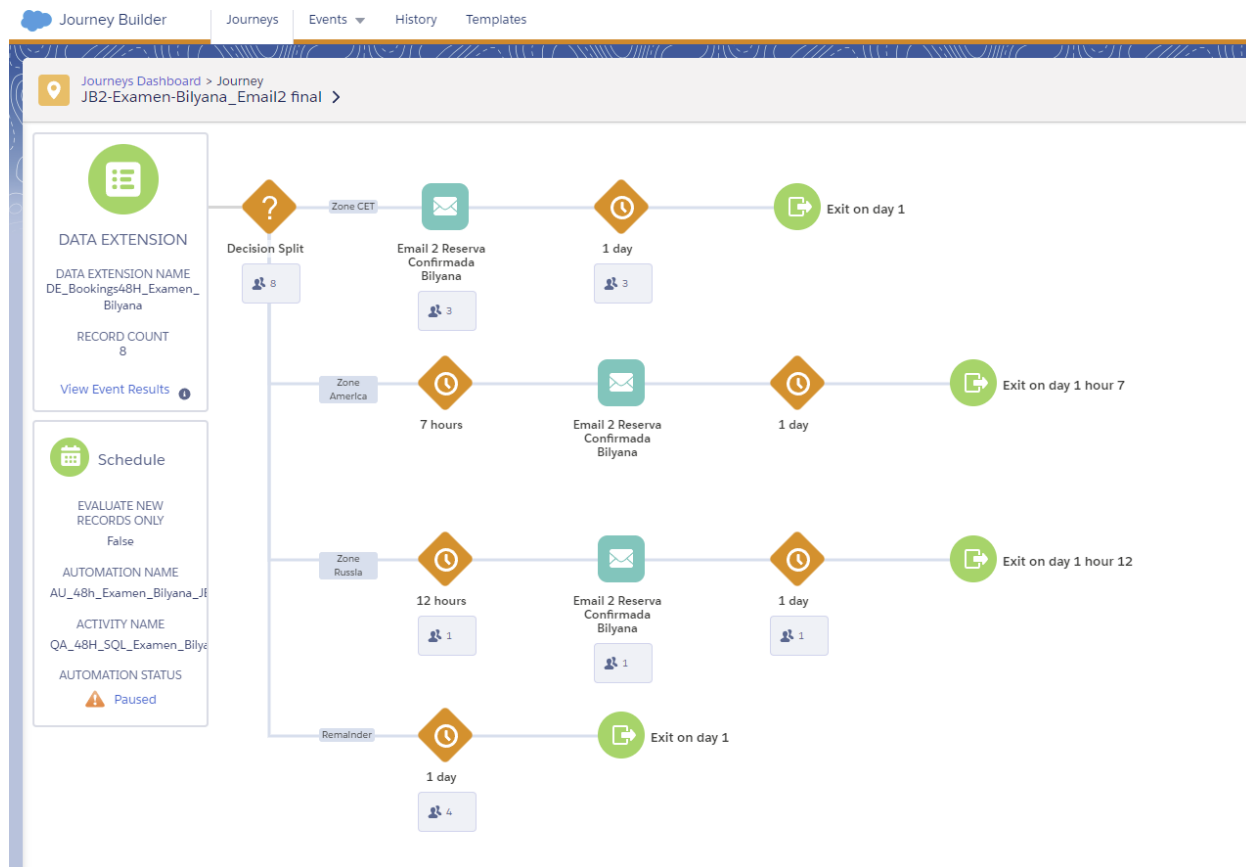
### Contact Entry ⓘ

Select contact re-entry mode.

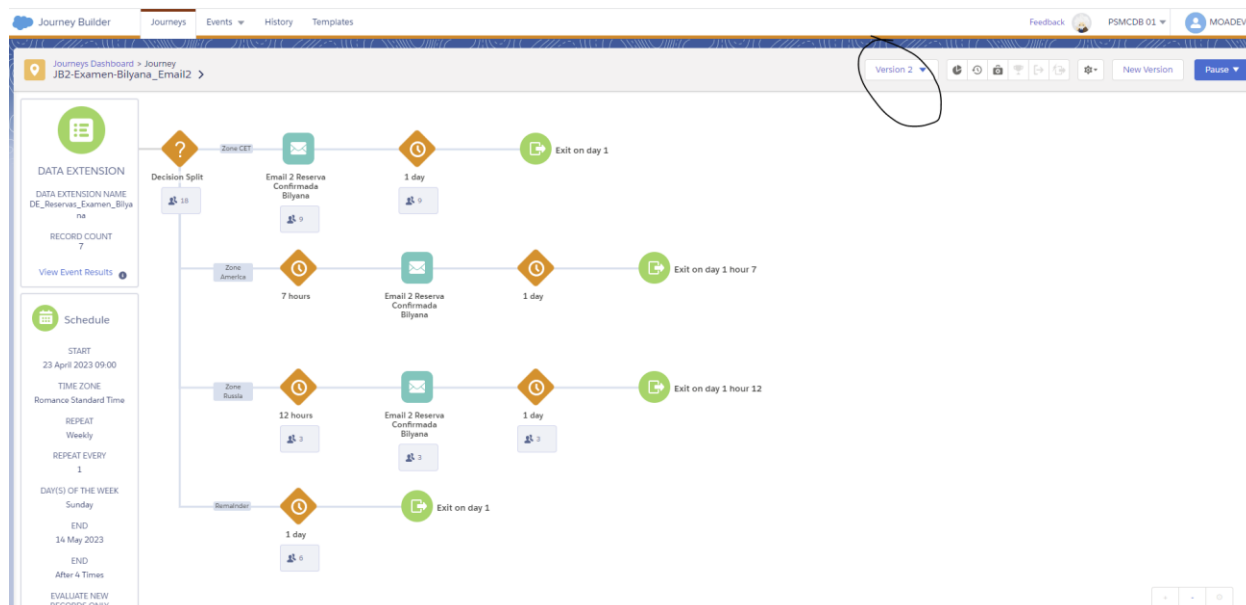
- ☐ No re-entry
- ☐ Re-entry anytime
- ☒ Re-entry only after exiting



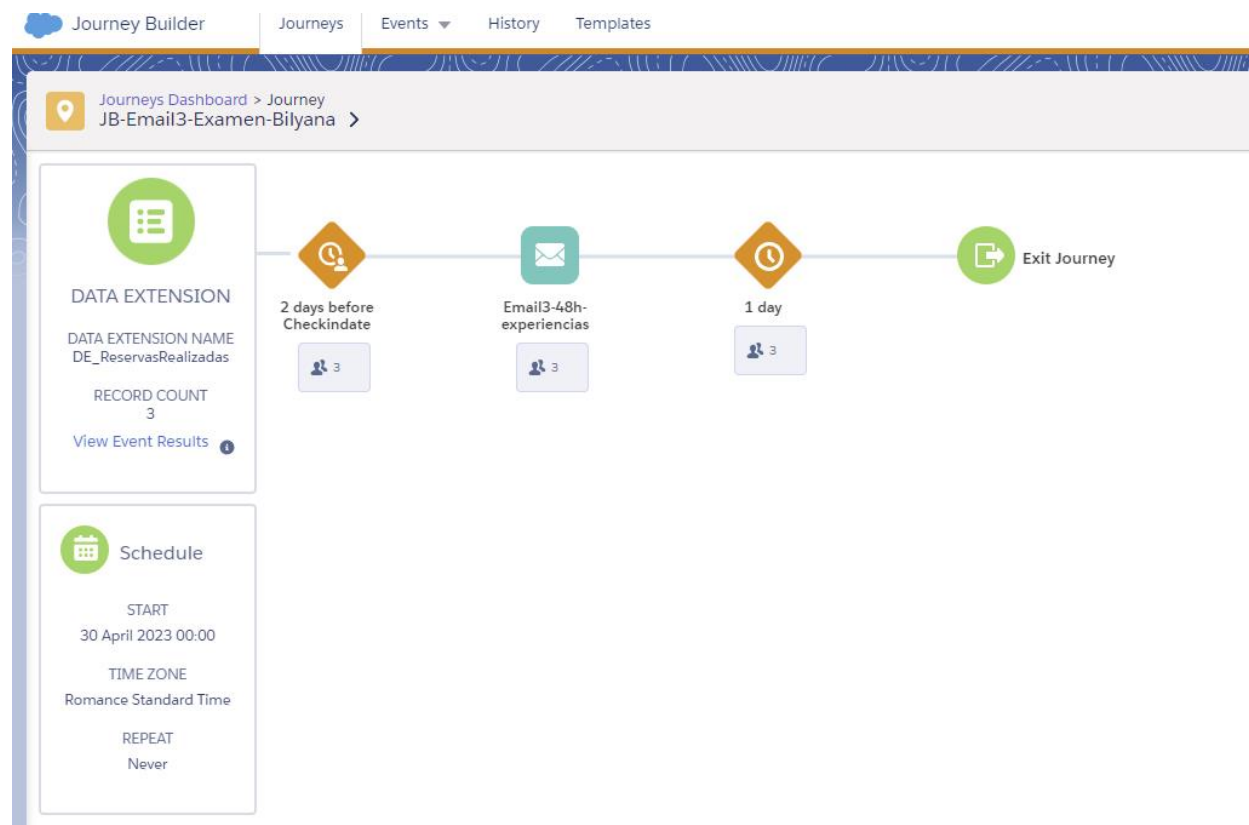
## El Journey 2 successfully carried out Version 1



## The same Journey 2 in Version 2



## Journey Email 3, 2 days before the departure date



# Marketing Automation Project

## (End of Extract)