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VERSION CONTROL

|  |  |  |  |
| --- | --- | --- | --- |
| Version | Date | Change (Item) | Responsible |
| 01 | 20/08/2021 | Document Creation | Rafael Freitas |

1. Process Overview

Desenvolver o seguinte flow

* MM - Contact Load from Marketing to CDC

1. MM - Contact Load from Marketing to CDC

Esse flow envia clientes do Marketing (vindos de LPs) para o CDC.

Diagrama

Descrição gerada automaticamente

1. Exemplo de payload de entrada

{

    "d": {

        "Campaign": {

            "CampaignId": "0000000510",

            "Name": "Campaña por correo electrónico",

            "MarketingAreaId": "MXMEATME",

            "SegmentationObject": "SAP\_CONTACT\_ENGAGEMENT\_SIN",

            "ImplementationId": "ZMX\_EXPORT"

        },

        "PackageId": 1,

        "ExecutionStartDateTime": "2021-09-14T19:38:40Z",

        "ExecutionRunKey": "42010A0758271EDC85B26A1F32928613",

        "CampaignTargetGroupMembers": [

            {

                "OutboundId": "833E2CF442FF25E6FE82F492D7B796628688729B",

                "PackageId": 1,

                "ExecutionRunKey": "42010A0758271EDC85B26A1F32928613",

                "TargetGroupMemberAttributeData": [

                    {

                        "AttributeId": "DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-IC\_ID\_ORIGIN",

                        "Value": "SAP\_FORM",

                        "EdmTypeId": "Edm.String",

                        "OutboundId": "833E2CF442FF25E6FE82F492D7B796628688729B"

                    },

                    {

                        "AttributeId": "DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-IC\_ID",

                        "Value": "42010A0758271EEBA0D1E5874BE3D4CC,42010A0758271EDBA0CCB8E8F883DCA0,42010A0758271EEC85A9DE6061C944E6",

                        "EdmTypeId": "Edm.String",

                        "OutboundId": "833E2CF442FF25E6FE82F492D7B796628688729B"

                    },

                    {

                        "AttributeId": "DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-IC\_MKT\_AREA\_ID",

                        "Value": "MXMEATME,USWFF,BRSWIFT",

                        "EdmTypeId": "Edm.String",

                        "OutboundId": "833E2CF442FF25E6FE82F492D7B796628688729B"

                    },

                    {

                        "AttributeId": "DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-CREA\_DATE\_TIME",

                        "Value": "2021-08-31 16:32:09",

                        "EdmTypeId": "Edm.String",

                        "OutboundId": "833E2CF442FF25E6FE82F492D7B796628688729B"

                    },

                    {

                        "AttributeId": "DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-NAME\_TEXT",

                        "Value": "Rafael Freitas",

                        "EdmTypeId": "Edm.String",

                        "OutboundId": "833E2CF442FF25E6FE82F492D7B796628688729B"

                    },

                    {

                        "AttributeId": "DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-NAME\_LAST",

                        "Value": "Freitas",

                        "EdmTypeId": "Edm.String",

                        "OutboundId": "833E2CF442FF25E6FE82F492D7B796628688729B"

                    },

                    {

                        "AttributeId": "DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-NAME\_FIRST",

                        "Value": "Rafael",

                        "EdmTypeId": "Edm.String",

                        "OutboundId": "833E2CF442FF25E6FE82F492D7B796628688729B"

                    },

                    {

                        "AttributeId": "DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-MKT\_PERM\_OUTBOUND\_COMM\_MEDIUM",

                        "Value": "PHONE,WHATSAPP,MOBILE\_APP,EMAIL,SOCIAL",

                        "EdmTypeId": "Edm.String",

                        "OutboundId": "833E2CF442FF25E6FE82F492D7B796628688729B"

                    },

                    {

                        "AttributeId": "DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-MKT\_PERM\_NEWSLETTER",

                        "Value": "",

                        "EdmTypeId": "Edm.String",

                        "OutboundId": "833E2CF442FF25E6FE82F492D7B796628688729B"

                    },

                    {

                        "AttributeId": "DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-SMTP\_ADDR",

                        "Value": "rafael.freitas@vertra.com.br",

                        "EdmTypeId": "Edm.String",

                        "OutboundId": "833E2CF442FF25E6FE82F492D7B796628688729B"

                    },

                    {

                        "AttributeId": "DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-TELNR\_MOBILE",

                        "Value": "+5511997918369",

                        "EdmTypeId": "Edm.String",

                        "OutboundId": "833E2CF442FF25E6FE82F492D7B796628688729B"

                    },

                    {

                        "AttributeId": "DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-SEX",

                        "Value": "3",

                        "EdmTypeId": "Edm.String",

                        "OutboundId": "833E2CF442FF25E6FE82F492D7B796628688729B"

                    },

                    {

                        "AttributeId": "DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-DATE\_OF\_BIRTH",

                        "Value": "19901221",

                        "EdmTypeId": "Edm.String",

                        "OutboundId": "833E2CF442FF25E6FE82F492D7B796628688729B"

                    },

                    {

                        "AttributeId": "DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-COUNTRY",

                        "Value": "US",

                        "EdmTypeId": "Edm.String",

                        "OutboundId": "833E2CF442FF25E6FE82F492D7B796628688729B"

                    },

                    {

                        "AttributeId": "DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-REGION",

                        "Value": "",

                        "EdmTypeId": "Edm.String",

                        "OutboundId": "833E2CF442FF25E6FE82F492D7B796628688729B"

                    },

                    {

                        "AttributeId": "DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-CITY1",

                        "Value": "",

                        "EdmTypeId": "Edm.String",

                        "OutboundId": "833E2CF442FF25E6FE82F492D7B796628688729B"

                    },

                    {

                        "AttributeId": "DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-POSTCODE1",

                        "Value": "",

                        "EdmTypeId": "Edm.String",

                        "OutboundId": "833E2CF442FF25E6FE82F492D7B796628688729B"

                    }

                ]

            }

        ]

    }

}

1. Filtrar por área de mkt

|  |  |
| --- | --- |
| **Campo** | **Valor** |
| Campaign/MarketingAreaId | MXMEATME |

Isso pode ser feito por um router, uma vez que se a campanha não for da Meatme (MXMEATME), o flow deve encerrar.

1. Pre-mappings

Serão necessários dois processos no pré mapeamento:

* 1. Ajuste da estrutura

Cada “**CampaignTargetGroupMembers”** representa um contato e cada “**TargetGroupMemberAttributeData”** representa um atributo deste contato. Portando será necessário um .xslt para converter a estrutura.

Ex:

"TargetGroupMemberAttributeData": [

                    {

                        "AttributeId": "DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-IC\_ID\_ORIGIN",

                        "Value": "SAP\_FORM",

                        "EdmTypeId": "Edm.String",

                        "OutboundId": "833E2CF442FF25E6FE82F492D7B796628688729B"

                    },

                    {

                        "AttributeId": "DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-NAME\_TEXT",

                        "Value": "Rafael Freitas",

                        "EdmTypeId": "Edm.String",

                        "OutboundId": "833E2CF442FF25E6FE82F492D7B796628688729B"

                    }

Vai se tornar:

"Contato": {

    "Origin": "SAP\_FORM",

    "FullName": "Rafael Freitas"

}

De acordo com a seguinte tabela:

|  |  |  |
| --- | --- | --- |
| **CampaignTargetGroupMembers/TargetGroupMemberAttributeData** | | |
| **AttributeId** | **Novo nome** | **Value (ex do payload)** |
| DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-IC\_ID\_ORIGIN | Origin | SAP\_FORM |
| DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-IC\_ID | ID | 42010A0758271EEBA0D1E5874BE3D4CC, 42010A0758271EDBA0CCB8E8F883DCA0, 42010A0758271EEC85A9DE6061C944E6 |
| DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-IC\_MKT\_AREA\_ID | MktArea | MXMEATME,USWFF,BRSWIFT |
| DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-CREA\_DATE\_TIME | CreateDateTime | 2021-08-31 16:32:09 |
| DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-NAME\_TEXT | FullName | Rafael Freitas |
| DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-NAME\_LAST | LasName | Freitas |
| DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-NAME\_FIRST | FirstName | Rafael |
| DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-MKT\_PERM\_OUTBOUND\_COMM\_MEDIUM | OptIns | PHONE,WHATSAPP,MOBILE\_APP,EMAIL,SOCIAL |
| DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-MKT\_PERM\_NEWSLETTER | Subscriptions |  |
| DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-SMTP\_ADDR | Email | rafael.freitas@vertra.com.br |
| DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-TELNR\_MOBILE | Mobile | +5511997918369 |
| DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-SEX | Sex | 3 |
| DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-DATE\_OF\_BIRTH | BirthDate | 19901221 |
| DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-COUNTRY | Country | US |
| DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-REGION | State |  |
| DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-CITY1 | City |  |
| DA-\_SAP\_CF\_CE\_CONTACT\_IA\_ERP\_CUST-POSTCODE1 | ZipCode |  |

* 1. Filtro de Opt-in

Note que o campo OptIns vem com valores separados por vírgula (ex: “PHONE,WHATSAPP,MOBILE\_APP,EMAIL,SOCIAL”).

Os seguintes valores estão sendo utilizados na Meatme: EMAIL, WHATSAPP, SMS, MOBILE\_APP

Então o campo deverá ser aberto da seguinte maneira:

"Optins": {

    "EMAIL": **true**,

    "WHATSAPP": **true**,

    "MOBILE\_APP": **true**,

    "SMS": **false**

}

De acordo com o valor estar presente ou não na lista (como no exemplo acima)

1. Mappings
   1. Mapeamento criação

Criar lite account:

|  |  |  |
| --- | --- | --- |
| **Campo** | **Campo CDC** | **Obs** |
| Origin | data.origin.system |  |
| CreateDateTime | data.origin.date |  |
| LasName | profile.lastName |  |
| FirstName | profile.firstName |  |
| Email | profile.email / email |  |
| Mobile | profile.phones.number |  |
| profile.phones.type | mobile |
| Sex | profile.gender | 1 = M, 2 = F, 3 = U |
| BirthDate | profile.birthDay |  |
| profile.birthMonth |  |
| profile.birthYear |  |
| Country | profile.country |  |
| State | profile.state |  |
| City | profile.city |  |
| ZipCode | profile.zip |  |
| OptIns/EMAIL | preferences.emailCommunication.isConsentGranted |  |
| subscriptions.liteRegister.isSubscribed |  |

* 1. Mapeamento atualização

Será necessário verificar se o contato é uma lite account ou uma full account.

Alguns campos irão ser diferentes para cada caso:

| **Campo** | **Campo CDC** | **Obs** |
| --- | --- | --- |
| **Campos para LITE e FULL ACCOUNT** | | |
| LasName | profile.lastName |  |
| FirstName | profile.firstName |  |
| Email | profile.email / email |  |
| Mobile | profile.phones.number |  |
| profile.phones.type | mobile |
| Sex | profile.gender | 1 = M, 2 = F, 3 = U |
| BirthDate | profile.birthDay |  |
| profile.birthMonth |  |
| profile.birthYear |  |
| Country | profile.country |  |
| State | profile.state |  |
| City | profile.city |  |
| ZipCode | profile.zip |  |
| OptIns/EMAIL | preferences.emailCommunication.isConsentGranted |  |
| **Somente LITE ACCOUNT** | | |
| OptIns/EMAIL | subscriptions.liteRegister.isSubscribed |  |
| **Somente FULL ACCOUNT** | | |
| OptIns/EMAIL | preferences.whatsappCommunication.isConsentGranted |  |
| preferences.SMSCommunication.isConsentGranted |  |
| preferences.pushNotification.isConsentGranted |  |