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VERSION CONTROL

|  |  |  |  |
| --- | --- | --- | --- |
| Version | Date | Change (Item) | Responsible |
| 01 | 03/0/2021 | Document Creation | Rafael Freitas |

1. Process Overview

Criar/ajustar o flow:

* MM - Replicate Contacts from CDC to Marketing Cloud

1. MM - Replicate Contacts from CDC to Marketing Cloud

Primeiro se envia o contato, em seguida serão enviados os atributos de marketing, área de marketing e a parte de permissões (separada em subprocesso para facilitar diagrama e construção do flow)

Diagrama

Descrição gerada automaticamente

Processo de permissions: Na MeatMe utilizamos permissions e subscriptions.

**Nota: ainda não foi contemplado a questão do mobile token.**

Diagrama

Descrição gerada automaticamente

* 1. Integration details

**Connection type:** HTTPS

**Endpoint:** /meatme/CDC/Contact

**Campos:**

|  |  |
| --- | --- |
| **Campo** | **Descrição** |
| UID | UID |
| email | Email |
| lastName | Sobrenome |
| firstName | Nome |
| gender | Genero |
| address | Endereço |
| country | País |
| state | Estado |
| city | Cidade |
| zip | Zip |
| neighborhood | Bairro |
| birthDay | Dia de nascimento |
| birthMonth | Mês de nascimento |
| birthYear | Ano de nascimento |
| phones.number | número de telefone |
| phones.type | tipo de telefone |
| oldMemberID | Old Member ID |
| premiumCustomer | Cliente premium |
| referralProgram | Programa de indicados |
| preferences.beef | Atributo MKT: beef |
| preferences.exotic | Atributo MKT: exotic |
| preferences.kosher | Atributo MKT: kosher |
| preferences.pork | Atributo MKT: pork |
| preferences.poultry | Atributo MKT: poultry |
| preferences.seaFood | Atributo MKT: seaFood |
| origin.date | sistema de origem: data |
| origin.system | sistema de origem: nome |
| whatsappPermission | Permissão Whatsapp |
| whatsappPermissionDate | Permissão Whatsapp Data |
| smsPermission | Permissão Sms |
| smsPermissionDate | Permissão Sms Data |
| emailPermission | Permissão Email |
| emailPermissionDate | Permissão Email Data |
| pushPermission | Permissão Push |
| pushPermissionDate | Permissão Push Data |
| liteRegister | Subscription Lite |
| liteRegisterDate | Subscription Lite Data |
| transactionalEmail | Subscription Transactional Email |
| transactionalEmailDate | Subscription Transactional Email Data |
| transactionalSMS | Subscription Transactional SMS |
| transactionalSMSDate | Subscription Transactional SMS Data |
| transactionalWhatsapp | Subscription Transactional Whatsapp |
| transactionalWhatsappDate | Subscription Transactional Whatsapp Data |
| transactionalPush | Subscription Transactional Push |
| transactionalPushDate | Subscription Transactional Push Data |

* 1. Payload Example

O seguinte payload foi construído na mão, pode haver ser que saia diferente quando o dataflow for construído (talvez seja bom já comparar com um dado que saia do ambiente da swift e wff pra ver se o formato está igual)

{

    "UID": "",

    "email": "",

    "lastName": "",

    "firstName": "",

    "gender": "",

    "address": "",

    "country": "",

    "state": "",

    "city": "",

    "zip": "",

    "neighborhood": "",

    "birthDay": "",

    "birthMonth": "",

    "birthYear": "",

    "phones.number": "",

    "phones.type": "",

    "oldMemberID": "",

    "premiumCustomer": "",

    "referralProgram": "",

    "preferences": [

        {

            "beef": "true",

            "exotic": "false",

            "kosher": "",

            "pork": "",

            "poultry": "",

            "seaFood": ""

        }

    ],

    "origin": [

        {

            "date": "",

            "system": ""

        }

    ],

    "whatsappPermission": "",

    "whatsappPermissionDate": "",

    "smsPermission": "",

    "smsPermissionDate": "",

    "emailPermission": "",

    "emailPermissionDate": "",

    "pushPermission": "",

    "pushPermissionDate": "",

    "liteRegister": "",

    "liteRegisterDate": "",

    "transactionalEmail": "",

    "transactionalEmailDate": "",

    "transactionalSMS": "",

    "transactionalSMSDate": "",

    "transactionalWhatsapp": "",

    "transactionalWhatsappDate": "",

    "transactionalPush": "",

    "transactionalPushDate": ""

}

* 1. Contact Mapping

The following fields were mapped for contact integration:

|  |  |  |
| --- | --- | --- |
| **Campo CDC** | **Campo MKT** | **Constante ou obs\*** |
|  | ContactOrigin | GYGIA\_MX |
| UID | Contact ID |  |
|  | OriginDataLastChgUTC | \*timestamp de integração |
| email | EmailAddress |  |
| lastName | LastName |  |
| firstName | FirstName |  |
|  | FullName | \*concat first + last name |
|  | Language | ES |
| gender | GenderCode | \*value mapping |
| address | StreetName |  |
| country | Country | \*value mapping |
| state | RegionName |  |
| city | CityName |  |
| zip | ContactPostalCode |  |
| neighborhood | YY1\_BairroContato\_ENH |  |
| birthDay | BirthDate |  |
| birthMonth |  |
| birthYear |  |
| phones.number | PhoneNumber / MobileNumber | \*Type "mobile" ou "home" define o campo |
| phones.type |
| premiumCustomer | YY1\_PremiumCustomer\_ENH |  |
| referralProgram | YY1\_ReferralProgram\_ENH |  |
| oldMemberID | YY1\_MemberID\_ENH |  |
| origin.date | YY1\_datacriacao\_SAPCDC\_ENH |  |
| origin.system | YY1\_FirstSystem\_ENH |  |

O value mapping pro país e gênero ainda estão pendentes do dev da tela do CDC

* 1. MKT Atributes Mapping

|  |  |  |
| --- | --- | --- |
| **Campo CDC** | **Campo MKT** | **Constante** |
|  | ContactOrigin | EMAIL |
| email | Contact ID |  |
|  | MarketingAttributeCategory | Preferencias |
| value\* | MarketingAttributeValue |  |

Será necessário converter os campos booleano:

|  |  |
| --- | --- |
| **Booleano** | **Value** |
| beef | Res |
| exotic | Exóticos |
| kosher | Kosher |
| pork | Cerdo |
| poultry | Pollo |
| seaFood | Pescados y mariscos |

Para a seguinte estrutura:

{

    "UID": "",

    "email": "",

    "preferences": [

        {

            "Value":""

        }  
]  
}

Ou seja, para cada campo booleano que seja verdadeiro, criar um nó de valor com o valor tabelado acima.

* 1. Marketing Area Mapping

Modificar o seguinte campo:

|  |  |
| --- | --- |
| **Campo MKT** | **Constante** |
| InteractionContactMktgArea | MXMEATME |

* 1. Permissões Mobile

Serão necessários dois nós de permission (batchChangeSetPart), um para whastapp e um para sms:

|  |  |  |
| --- | --- | --- |
| **Campo** | **Campo MKT** | **Constante** |
| **Nó Whatsapp** | | |
| MobileNumber | ContactPermissionID |  |
|  | ContactPermissionOrigin | MOBILE |
|  | CommunicationMedium | WHATSAPP |
| whatsappPermissionDate | PermissionUTC |  |
| whatsappPermission | PermissionGranted | \*ajuste |
|  | PermissionSourceComm | WHATSAPP |
| **Nó SMS** | | |
| MobileNumber | ContactPermissionID |  |
|  | ContactPermissionOrigin | MOBILE |
|  | CommunicationMedium | SMS |
| smsPermission | PermissionUTC |  |
| smsPermission | PermissionGranted | \*ajuste |
|  | PermissionSourceComm | SMS |

\* valor true vira Y, valor false (ou vazio) vira N

* 1. Subscriptions Mobile

**API:** API\_MKT\_CONTACT\_SRV;v=0003

**Resource Path:** MarketingSubscriptions

Usar estrutura de batch, serão necessários dois nós de subcription (batchChangeSetPart), um para whastapp e um para sms, porém só criar os nós se o campo estiver preenchido.

|  |  |  |
| --- | --- | --- |
| **Campo** | **Campo MKT** | **Constante** |
| **Nó transactionalSMS (se o campo estiver preenchido)** | | |
| ContactID | ContactID |  |
| ContactOrigin | ContactOrigin |  |
| MobileNumber | ContactSubscriptionID |  |
|  | ContactSubscriptionOrigin | MOBILE |
|  | CommunicationMedium | SMS |
|  | SubscriptionTopic | 37 |
| transactionalSMSDate | SubscriptionUTCDateTime |  |
| transactionalSMS | SubscriptionSignUpExists | \*ajuste |
|  | SubscriptionSourceCommMedium | SMS |
|  | IsConfirmationRequired | false |
|  | SubscriptionNoteText | CDC Transactional Preference |
| **Nó transactionalWhatsapp (se o campo estiver preenchido)** | | |
| ContactID | ContactID |  |
| ContactOrigin | ContactOrigin |  |
| MobileNumber | ContactSubscriptionID |  |
|  | ContactSubscriptionOrigin | MOBILE |
|  | CommunicationMedium | WHATSAPP |
|  | SubscriptionTopic | 39 |
| transactionalSMSDate | SubscriptionUTCDateTime |  |
| transactionalSMS | SubscriptionSignUpExists | \*ajuste |
|  | SubscriptionSourceCommMedium | WHATSAPP |
|  | IsConfirmationRequired | false |
|  | SubscriptionNoteText | CDC Transactional Preference |

\* valor true vira Y, valor false (ou vazio) vira N

* 1. Permissões Email

|  |  |  |
| --- | --- | --- |
| **Campo** | **Campo MKT** | **Constante** |
| EmailAddress | ContactPermissionID |  |
|  | ContactPermissionOrigin | EMAIL |
|  | CommunicationMedium | EMAIL |
| emailPermission | PermissionUTC |  |
| emailPermissionDate | PermissionGranted | \*ajuste |
|  | PermissionSourceComm | EMAIL |

\* valor true vira Y, valor false (ou vazio) vira N

* 1. Subscriptions Email

**API:** API\_MKT\_CONTACT\_SRV;v=0003

**Resource Path:** MarketingSubscriptions

Usar estrutura de batch, serão necessários dois nós de subcription (batchChangeSetPart), um para o liteRegister e um para o transactionalEmail, porém só criar os nós se o campo estiver preenchido.

|  |  |  |
| --- | --- | --- |
| **Campo** | **Campo MKT** | **Constante** |
| **Nó liteRegister (se o campo estiver preenchido)** | | |
| ContactID | ContactID |  |
| ContactOrigin | ContactOrigin |  |
| EmailAddress | ContactSubscriptionID |  |
|  | ContactSubscriptionOrigin | EMAIL |
|  | CommunicationMedium | EMAIL |
|  | SubscriptionTopic | 40 |
| liteRegisterDate | SubscriptionUTCDateTime |  |
| liteRegister | SubscriptionSignUpExists | \*ajuste |
|  | SubscriptionSourceCommMedium | EMAIL |
|  | IsConfirmationRequired | false |
|  | SubscriptionNoteText | CDC Lite Register |
| **Nó transactionalEmail (se o campo estiver preenchido)** | | |
| ContactID | ContactID |  |
| ContactOrigin | ContactOrigin |  |
| EmailAddress | ContactSubscriptionID |  |
|  | ContactSubscriptionOrigin | EMAIL |
|  | CommunicationMedium | EMAIL |
|  | SubscriptionTopic | 36 |
| transactionalEmailDate | SubscriptionUTCDateTime |  |
| transactionalEmail | SubscriptionSignUpExists | \*ajuste |
|  | SubscriptionSourceCommMedium | EMAIL |
|  | IsConfirmationRequired | false |
|  | SubscriptionNoteText | CDC Transactional Preference |

\* valor true vira Y, valor false (ou vazio) vira N