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VERSION CONTROL

|  |  |  |  |
| --- | --- | --- | --- |
| Version | Date | Change (Item) | Responsible |
| 01 | 18/08/2021 | Document Creation | Rafael Freitas |

1. Process Overview

Criar/ajustar os seguintes flows:

* MM - Replicate Shopify Address to CDC
* MM - Create interactions from Website
* MM - Replicate Shopify Info to SAP Marketing

1. MM - Replicate Shopify Address to CDC

Criar flow para atualizar o endereço do cliente no CDC.

Pontos relevantes:

* ZipCode: necessidade de retirar "-" e “ “(espaço em branco) do zip code.
* Value Mapping para Pais: o CDC recebe o código ao invés da descrição do país (nome). Ex: Brazil = BR. Verificar com Rafael quais as possíveis siglas e transformações para este Value Mapping. Nome do artefato: **MM - Value Mapping MEATME**
  1. Integration details

**Connection type:** HTTPS

**Endpoint (DEV/QA):** /meatme/address

**MeatMe API KEY (QA):** 3\_X2vepq8iW2hvg0Aa7d94ksyZGAlQ\_daDMSubAB2vOhJCwrEKkSC4Hwco1B7Nm6Y3

**Campos:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Node** | **Field** | **Description** | **Campo no CDC** |
| **Customer** |  |  |  |
|  | email | Customer e-mail | profile.email |
|  | street | Street (Calle y número) | profile.address |
|  | neighborhood | Neighborhood (Colonia) | data.neighborhood |
|  | city | City (Ciudad) | profile.city |
|  | state | State (Estado) | profile.state |
|  | country | Country (País) | profile.country |
|  | zipCode | Zipcode (Código postal) | profile.zip |

Por enquanto não temos nenhum tratamento de campo. Mas é possível que surja algum posteriormente (por exemplo zip).

* 1. Payload Example

{

    "Customer": {

        "email": "rafael.freitas@vertra.com",

        "street": "Rua Dom Luis de Bragança 263",

        "neighborhood": "Mirandópolis",

        "city": "São Paulo",

        "state": "São Paulo",

        "country": "Brasil",

        "zipCode": "04050060"

    }

}

1. MM - Replicate Shopify Info to SAP Marketing

Esse flow é uma cópia do flow já existente na WFF, com os devidos ajustes. Deve enviar dados de interação (de usuários loggados) para o Marketing.

**OBS:** Mudar nome do flow para “MM – Create interactions from Shopify” para padronizar.

* Product added to cart
* Product removed from cart (cart emptied)
* Checkout Success
* Checkout Started

Texto

Descrição gerada automaticamente

* 1. Integration details

**Connection type:** HTTPS

**Endpoint (DEV/QA):** /meatme/shopify

**Campos entrada:**

| **Node** | **Field** | **Description** | **Example** |
| --- | --- | --- | --- |
| **root** |  |  |  |
|  | InteractionContactId | Customer email | xico@hotmail.com |
|  | MarketingLocation | Store ID | 9015 |
|  | InteractionType | Interaction Type Code\* | SHOP\_CHECKOUT\_START |
|  | InteractionLanguage | Language | ES |
|  | InteractionID | Cart ID |  |
|  | Interaction\_Date | Interaction date (UTC0) | 2020-08-14T00:00:00Z |
|  | subtotal | Subtotal | 77.89 |
|  | discounts | Discounts | 0.00 |
|  | shipping | Shipping | 0.00 |
|  | taxes | Taxes | 0.00 |
|  | total\_price | Total Price | 77.89 |
|  | url | Cart URL or Order URL\* |  |
| **Products\*\*** |  |  |  |
|  | sku | Product SKU (same as SAP) | 3720 |
|  | quantity | Quantity | 2 |
|  | actual\_price | Actual Price | 11.32 |
|  | actual\_weight | Actual Weight | 3.80 |
|  | price\_per\_pound | Price per pound (or kg) | 4.98 |

* 1. Payload example

{

    "InteractionContactId": "xico@hotmail.com",

    "MarketingLocation": "9015",

    "InteractionType": " SHOP\_CHECKOUT\_START",

    "InteractionLanguage": "ES",

    "InteractionID": "Cart id",

    "Interaction\_Date": "2021-08-17T12:00:00Z",

    "Products": [

        {

            "sku": "3720",

            "quantity": "2",

            "actual\_price": "11.32",

            "actual\_weight": "3.80",

            "price\_per\_pound": "4.98",

        }

    ],

    "subtotal": "77,89",

    "discounts": "0.00",

    "shipping": "0.00",

    "taxes": "0.00",

    "total\_price": "77.89",

    "url": "" //CART URL or CHECKOUT URL

}

* 1. Contact Mapping

The following fields were mapped for contact integration:

| **Shopify Field** | **Marketing Field** | **Constant** | **Description** |
| --- | --- | --- | --- |
| - | ContactOrigin | SHOPIFY\_MX | Contact Origin |
| InteractionContactId | ContactID |  | Contact ID |
| Interaction\_Date | OriginDataLastChgUTCDateTime |  | Last Change Timestamp |
| InteractionContactId | EmailAddress |  | Contact Email |
| - | isConsumer | true | Is consumer |

* 1. Interaction Mapping

The following fields were mapped for interaction API:

| **Shopify Field** | **Marketing Field** | **Constant** | **Description** |
| --- | --- | --- | --- |
| **Nó da interação** | | | |
|  | InteractionContactOrigin | SHOPIFY\_MX | Contact Origin |
| InteractionContactId | InteractionContact |  | Contact ID |
|  | CommunicationMedium | ONLINE\_SHOP | Communication Medium |
| InteractionType | InteractionType |  | Interaction Type |
| Interaction\_Date | InteractionTimeStampUTC |  | Timestamp (UTC-0) |
|  | InteractionSourceObjectType | SHOPIFY\_MX | Interaction Origin |
| InteractionID | InteractionSourceObject |  | Interaction ID |
| MarketingArea | MarketingArea | MXMEATME | Marketing Area |
|  | MarketingLocationOrigin | SAP\_USWFF | Location Origin |
| MarketingLocation | MarketingLocation |  | Location ID (Store ID) |
| InteractionLanguage | InteractionLanguage |  | Interaction Language |
| subtotal | InteractionAmount |  | Total Amount (subtotal) |
|  | InteractionCurrency | MXN | Total Amount Currency |
| url | InteractionSourceDataURL |  | Interaction URL |
| shipping | YY1\_SHIPPING\_MIA |  | Shipping Amount |
|  | YY1\_SHIPPING\_MIAC | MXN | Shipping Currency |
| taxes | YY1\_TAXES\_MIA |  | Total Taxes |
|  | YY1\_TAXES\_MIAC | MXN | Total Taxes Currency |
| total\_price | YY1\_ORDER\_TOTAL\_PRICE\_MIA |  | Order Total Price |
|  | YY1\_ORDER\_TOTAL\_PRICE\_MIAC | MXN | Order Total Price Currency |
| discounts | YY1\_Desconto\_MIA |  | Total Discounts |
|  | YY1\_Desconto\_MIAC | MXN | Total Discounts Currency |
| **Nó de produtos** | | | |
|  | ProductOrigin | MXMEATME | Product Origin |
| sku | Product |  | Product ID |
| actual\_price | InteractionProductAmount |  | Product actual price |
| quantity | InteractionProductQuantity |  | Product quantity |
| actual\_weight | YY1\_ACTUAL\_WEIGHT\_MIP |  | Product actual weight |
|  | YY1\_ACTUAL\_WEIGHT\_MIPU | KG | Actual weight unit |
| price\_per\_pound | YY1\_PRICE\_PER\_POUND\_MIP |  | Price per pound |
|  | YY1\_PRICE\_PER\_POUND\_MIPC | MXN | Price per pound currency |

1. MM - Create interactions from Website

Esse flow é uma cópia do flow já existente na WFF, com os devidos ajustes. Deve enviar dados de interação com o website (de usuários loggados ou não) para o Marketing.

* Product set as favorite
* Product viewed
* Website search
* Website login
* Website registration
* Website video

Diagrama

Descrição gerada automaticamente

* 1. Integration details

**Connection type:** HTTPS

**Endpoint (DEV/QA):** /meatme/website

**Fields:**

| **Node** | **Field** | **Description** | **Example** |
| --- | --- | --- | --- |
| root | InteractionType | Interaction Type Code |  |
|  | InteractionSourceObject | Web Session ID |  |
|  | Contact\_CookieID | Browser CookieID |  |
|  | InteractionTimeStampUTC | Timestamp (UTC 0) | 2020-08-14T00:00:00Z |
|  | Interaction\_Language | Language | ES |
|  | MarketingLocation | Store ID | 9015 |
|  | InteractionContent | Interaction Content |  |
|  | InteractionContentSubject | Interaction Content Title |  |
|  | Contact\_eMail | Customer e-mail | xico@hotmail.com |
|  | InteractionSourceDataURL | URL |  |
| InteractionProduct |  |  |  |
|  | Product | Product ID (SKU) |  |

* 1. Payload example

{

    "InteractionType": "ZPRODUCT\_FAVORITE",

    "InteractionSourceObject": "WEB-SESSION\_ID",

    "Contact\_CookieID": "Browser\_CookieID",

    "InteractionTimeStampUTC": "2020-08-14T00:00:00Z",

    "Interaction\_Language": "ES",

    "MarketingLocation": "9015",

    "InteractionContent": "interaction content",

    "InteractionContentSubject": "interaction content title",

    "Contact\_eMail": "xico@hotmail.com",

    "InteractionSourceDataURL": "",

    "InteractionProduct": [ //when there’s a product related to the interaction

        {

            "Product": "product id"

        }

    ]

}

* 1. Interaction – Cookie ID as main ID (1)

The following fields were mapped for interaction API:

| **Website Field** | **Marketing Field** | **Constant** | **Description** |
| --- | --- | --- | --- |
|  | InteractionContactOrigin | COOKIE\_ID | Contact Origin |
| Contact\_CookieID | InteractionContact |  | Contact ID |
|  | CommunicationMedium | ONLINE\_SHOP | Communication Medium |
| InteractionType | InteractionType |  | Interaction Type |
| InteractionTimeStampUTC | InteractionTimeStampUTC |  | Timestamp (UTC-0) |
|  | InteractionSourceObjectType | ONLINE\_SHOP | Interaction Origin |
| InteractionSourceObject | InteractionSourceObject |  | Interaction ID |
|  | MarketingArea | MXMEATME | Marketing Area |
|  | MarketingLocationOrigin | MXMEATME | Location Origin |
| MarketingLocation | MarketingLocation |  | Location ID (Store ID) |
| Interaction\_Language | InteractionLanguage |  | Interaction Language |
| InteractionSourceDataURL | InteractionSourceDataURL |  | Interaction URL |
| InteractionContent | InteractionContent |  | Interaction Content |
| InteractionContentSubject | InteractionContentSubject |  | Interaction Content Title |
| **Nó de produtos** | | | |
|  | ProductOrigin | MXMEATME | Product Origin |
| Product | Product |  | Product ID |

* 1. Contact – Cookie ID as Additional ID (2.1)

Mapping should be done to following URI:

PATCH AdditionalIDs(ContactID='Contact\_eMail',ContactOrigin='SHOPIFY',ContactAdditionalOrigin='COOKIE\_ID', InteractionContactAdditionalExternalID='Contact\_CookieID')

The following fields were mapped for Contact API:

| **Website Field** | **Marketing Field** | **Constant** | **Description** |
| --- | --- | --- | --- |
|  | ContactOrigin | SHOPIFY\_MX | Contact Origin |
| Contact\_eMail | ContactID |  | Contact ID (email) |
|  | InteractionContactAdditionalOrigin | COOKIE\_ID | Contact Additional Origin |
| Contact\_CookieID | InteractionContactAdditionalExternalID |  | Contact Addition ID (Cookie ID) |

* 1. Interaction – E-mail as main ID (2.2)

The following fields were mapped for interaction API:

| **Website Field** | **Marketing Field** | **Constant** | **Description** |
| --- | --- | --- | --- |
|  | InteractionContactOrigin | SHOPIFY\_MX | Contact Origin |
| Contact\_eMail | InteractionContact |  | Contact ID |
|  | CommunicationMedium | ONLINE\_SHOP | Communication Medium |
| InteractionType | InteractionType |  | Interaction Type |
| InteractionTimeStampUTC | InteractionTimeStampUTC |  | Timestamp (UTC-0) |
|  | InteractionSourceObjectType | ONLINE\_SHOP | Interaction Origin |
| InteractionSourceObject | InteractionSourceObject |  | Interaction ID |
|  | MarketingArea | MXMEATME | Marketing Area |
|  | MarketingLocationOrigin | MXMEATME | Location Origin |
| MarketingLocation | MarketingLocation |  | Location ID (Store ID) |
| Interaction\_Language | InteractionLanguage |  | Interaction Language |
| InteractionSourceDataURL | InteractionSourceDataURL |  | Interaction URL |
| InteractionContent | InteractionContent |  | Interaction Content |
| InteractionContentSubject | InteractionContentSubject |  | Interaction Content Title |
|  | ProductOrigin | MXMEATME | Product Origin |
| Product | Product |  | Product ID |