



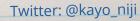






Subscriber & Data Management Part 1





















## What is a Subscriber and where do they live inside SFMC?



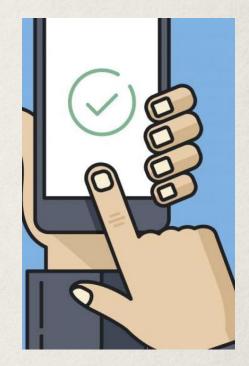
"My mom is all on me about signing up for health insurance, too.

It's such an obvious ploy to expand the subscriber pool."



### A Subscriber is a person who opts in to receive marketing communications

- Subscribers in the marketing cloud are identified by a unique identifier called Subscriber Key
- This allows you to tie all information that you collect to the relevant subscriber
- When properly used, ensures that you do not create duplicate records in your subscriber database





All Subscribers - "The All Subscribers list is considered the master list of records for the Marketing Cloud Email Studio account. Every subscriber in your account appears in the All Subscribers list."

#### ALL SUBSCRIBERS LIST

		SubscriberKey	Email Address	Status
Send Email	<b>→</b>	1000001	michael@sfmc.com	Active
		1000002	dwight@sfmc.com	Unsubscribed
		1000003	stanley@sfmc.com	Held



## List – "A list is a compilation of subscribers that receive your communications. You create as many lists as you want to segment your subscribers so that you can target your email communications"

### When to use lists (Advantages)

- Your lists contain 500,000 subscribers or less long term
- You prefer simplicity over performance
- You do not require fast import speed
- You plan to use a limited number of subscriber attributes

### Drawbacks of using lists (Disadvantages)

- Unable to store relational data
- Unable to set data retention
- Unable to query attributes
- Performance drawbacks when list size grows



### **Adding subscribers to lists**



CREATE A SUBSCRIBER (WIZARD)



MANUAL SUBSCRIBER IMPORT (IMPORT WIZARD)



AUTOMATED FILE IMPORT (IMPORT FILE ACTIVITY)



**API IMPORT** 



## Data extensions – "A data extension is a table within the application database that contains your data. You could use a data extension to store sendable subscriber data like lists or just to house relational data."

#### When to use Data Extensions (Advantages)

- Your lists are going to be greater than 500,000 subscribers
- You want to leverage relational data
- You want to store larger numbers of attributes
- You require fast import speeds
- You implement triggered sends
- You use the SOAP or REST APIs
- You prefer a flexible subscription model

#### Drawbacks of using Data Extensions (Disadvantages)

- Requires more time and planning to set up correctly
- No easy way to search for records
- Requires understanding of relational databases for best results



#### Adding subscribers to data extensions

01

Manual file import (import wizard)

02

Automated file import (import file activity)

03

Synchronized data extensions

04

Add data manually via Contact Builder 05

**API Import** 



### **Profile & Preference Management in SFMC**

## Profile Attributes contain information that characterize a subscriber profile

- You can provide a mechanism for your subscribers to update their profile information
- Examples:
  - Full Name
  - o Email
  - Birthday
  - Gender
  - City

## <u>Preference attributes contain information on how a subscriber prefers to receive email</u>

- You can provide a mechanism for your subscribers to tell you how they want to be contacted
- Examples:
  - o HTML
  - Text
  - Once a month
  - After 3pm



#### Subscription management - Out-of-the-box subscription center

- The standard subscription center in SFMC is functional and allows you to manage customer subscriptions to various types of communications that you send out
- It is very limited in terms of design capability and flexibility of configuration





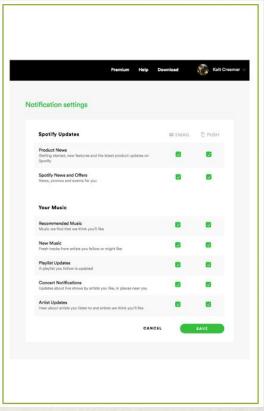
### **Subscription management - Custom subscription center**

- Building a custom subscription center allows you much greater flexibility of configuration and design
- Enables you to maintain your brand guidelines and personalize the experience for your subscribers
- Building a custom
   subscription center requires a
   significant development effort
   and a range of skill sets
   ranging from design to data
   management and architecture









## QUIZ: What is the master list of subscribers in SFMC called?

Synchronized Data Extension
Master list
Data Extension
Special list
All Subscribers list



## QUIZ: Which of the two options below allows you to manage/store relational data?

Lists

**Data Extensions** 



## **QUIZ:** What is the unique identifier for subscribers in the email studio?



Subscriber ID	
---------------	--

Contact Key

Subscriber Key

Email Key

A and C



## QUIZ: True or False - Can I pull in subscribers into lists via SFTP?



True	

False



## QUIZ: The out-of-the-box preference center allows you much flexibility with respect to design?



	True
f	Folia
	False



## **QUIZ:** I want to enable subscribers to update the type of information that they would like to receive.



Profile Center

Preference Center



### **Useful Resources**

Marketing Cloud Overview - <a href="https://help.salesforce.com/s/articleView?id=sf.mc">https://help.salesforce.com/s/articleView?id=sf.mc</a> overview marketing cloud.htm&type=5

Marketing Cloud Email Specialist Certification Prep Trailhead - <a href="https://trailhead.salesforce.com/users/strailhead/trailmixes/prepare-for-y">https://trailhead.salesforce.com/users/strailhead/trailmixes/prepare-for-y</a> <a href="https://our-marketing-cloud-email-specialist-credential">our-marketing-cloud-email-specialist-credential</a>



## LET'S SUCCEED TOGETHER









# Thank





Let's succeed together!