

May Games: Week 4

Practice Assignment: Membership Renewal Notice SMS

Assignment Brief:

Our client, a membership-based organization, wants to send out a commercial membership renewal notice sms messages to their members. The goal is to inform members about their upcoming membership expiration, and encourage them to extend for an extra year to continue to enjoy their membership benefits.

Requirements:

- Create an AMPscript code snippet to generate personalized membership expiry notice emails.
- The organisation's mobile number is 0410456890 to manage consent
- All dates displayed in the email should be in this format "September 17, 2024".
- All dates are in date format

Sample Data:

First Name	Membership Tier	Expiry Date	Balance Points	CreditPoints
John	Gold	2024-06-15	1200	750
sarah	Silver	2024-06-15	750	900
mIKE	Platinum	2024-06-16	2000	1800
emma	Gold	2024-06-17	1400	850
CHLOE	Silver	2024-06-14	700	950
Alex	Bronze	2024-06-12	300	600
OlivIA	Platinum	2024-06-11	1800	2750

Code Snippet:

Hint: Code in ampsscript.io and then copy and paste into below.

```
%%[  
/* RETRIEVE FIELDS */  
SET @firstName = [First Name]  
SET @tier = [Membership Tier]  
SET @expDate = [Expiry Date]
```

```
SET @creditPts = [CreditPoints]

/* FNAME CLEAN UP */
SET @fnameTrim = Trim(@firstName)
SET @finalName = Propercase(@fnameTrim)

/* CALCULATE REMAINING DAYS */
SET @systemDate = Now(1)
SET @localDate = SystemDateToLocalDate(@systemDate)
SET @remainingDays = DATEDIFF(@localDate, @expDate, "D")

/* FORMAT CREDIT POINTS */
SET @creditPtsFormat = FormatNumber(@creditPts, "#,###")

/* ADD 1 YEAR TO EXPIRY DATE */
SET @newExpDate = DATEADD(@expDate, 1, "Y")

/* REFORMAT DATE */
SET @expyrDateFormat = FormatDate(@expDate, "MMM dd, YYYY")
SET @newExpDateFormat = FormatDate(@newExpDate, "MMM dd, YYYY")

]%%
```

Input the variables into the template below.

Template:

```
Hi %%=V(@finalName)=%%! 🎉

Your %%=V(@tier)=%% membership is expiring soon. You have
%%=V(@remainingDays)=%% days left to renew. Renew by
%%=V(@expyrDateFormat)=%% to keep your %%=V(@creditPtsFormat)=%% credit
points and enjoy all the benefits until %%=V(@newExpDateFormat)=%%. Check your
email for renewal details.
```

Reply STOP to 0410456890 to opt out of messages.