

May Games: Week 2

Practice Assignment: Anniversary SMS Campaign

Assignment Brief:

Our client, a retail brand, wants to express gratitude to their loyal customers by sending anniversary SMS messages. The goal is to celebrate the customers' tenure with the brand and incentivize them with a unique discount code for their next purchase.

Requirements:

- Personalize the SMS with the customer's first name, tenure, anniversary date, and a unique discount code.
- The discount code should be a combination of '25OFF', customer's first name, and anniversary date – all in one string. E.g. 25OFFJOHN20220415

Sample Data:

First Name	Anniversary Date	Mobile Number	Tenure
john	2022/04/15	+1234567890	5
sArAh	2021/05/20	+1987654321	3
Mike	2023/01/10	+1654321890	1
Emma	2020/11/30	+1765432987	4
chloe	2022/09/25	+1876543210	2
alex	2021/07/18	+1345678901	3
olivia	2023/03/05	+1456789012	1

Code Snippet:

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

```
%%[

/* RETRIEVE FIELDS */
SET @firstName = [First Name]
SET @anniversaryDate = [Anniversary Date]
SET @tenure = [Tenure]

/* LOGIC FOR FIRST NAME */
SET @firstNameTrim = Trim(@firstName)
SET @finalName = Propercase(@firstNameTrim)
SET @firstNameUpper = Uppercase(@firstNameTrim)

/* LOGIC FOR DATE FORMAT */
SET @annFormat = FormatDate(@anniversaryDate, "YYYYMMdd")

/* LOGIC FOR DISCOUNT CODE */
SET @discountCode = CONCAT("20OFF",@firstNameUpper,@annFormat)
```

1%%

Input the variables into the template below.

Template:

Hi %%=v(@finalName)=%%! 🎉 Congratulations on your %%=v(@tenure)=%% years with us! We are so thankful for your loyalty. Enjoy a 25% special discount with code %%=v(@discountCode)=%% on your next purchase. Shop now and celebrate with savings! 🛍️