

May Games: Week 1

Practice Assignment: Registration Confirmation Email

Assignment Brief:

You are tasked with creating a registration confirmation email for an online platform that collects customer information during the signup process. The email should confirm specific details provided by the customer, including their preferences, phone number, address, email, and date of birth. If any information is incorrect, customers should be prompted to click a link to update their details.

Requirements:

- The marketer would like you to populate the email template with the necessary customer details.
- First name is to be cleaned up.
- The full address should be in this format “123 Main St, CA, 12345, NSW, USA”
- Email is to be displayed in lowercase
- Phone number and DOB can be displayed as is.

Sample Data:

First Name	Last Name	Preferences	Phone Number	Street Address	Postcode	State	Country	Email	Date of Birth
john	DOE	Vegetarian	123-456-7890	123 Main St	12345	CA	USA	joHn@example.com	1990-01-01
sArAh	smiTh	Vegan	456-789-0123	456 Oak St	23456	NY	USA	sarah@example.com	1985-05-15
Mike	johson	Pescatarian	789-012-3456	789 Elm St	34567	TX	USA	MIKE@example.com	1988-11-30
Emm a	BROWN	Omnivore	012-345-6789	987 Maple St	45678	FL	USA	emma@example.co m	1995-09-20
chloe	TAYLOR	Vegetarian	234-567-8901	654 Pine St	56789	WA	USA	chloe@example.com	1983-03-10
alex	MARTINE Z	Vegan	567-890-1234	321 Cedar St	67890	CA	USA	Alex@example.com	1992-07-25
olivia	anderson	Omnivore	678-901-2345	789 Birch St	78901	NY	USA	OLIVIA@EXAMPLE.COM	1979-12-05

Code Snippet:

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

```
%%[

/* Retrieve all required fields */
SET @firstName = [First Name]
SET @lastName = [Last Name]
SET @pref = [Preferences]
SET @phone = [Phone Number]
SET @streetAddress = [Street Address]
SET @postcode = [Postcode]
SET @state = [State]
SET @country = [Country]
SET @email = [Email]
SET @dob = [Date of Birth]

/* logic for name cleaning */
SET @firstNameTrim = Trim(@firstName)
SET @finalFirstName = ProperCase(@firstNameTrim)

SET @lastNameTrim = Trim(@lastName)
SET @finalLastName = ProperCase(@lastNameTrim)

SET @finalFullName = CONCAT(@finalFirstName, " ", @finalLastName)

/* logic for email formatting */
SET @emailLower = Lowercase(@email)

/* logic full address */
SET @fullAddress = CONCAT(@streetAddress, ", ", @state, ", ", @postcode, ", ",
@country)

]%%
```

Input the variables into the template below.

Template:

```
Hi %%=v(@finalFirstName)=%%,
```

Thank you for registering with us!

Here are the details we have on file for you:

Name: %%=v(@finalFullName)=%%

Preferences: %%=v(@pref)=%%

Phone Number: %%=v(@phone)=%%

Address %%=v(@fullAddress)=%%

Email: %%=v(@emailLower)=%%
Date of Birth: %%=v(@dob)=%%

If any of these details are incorrect, please click [here](#) to update your information.

Best regards
The Team