

Week 1: Sample Brief Exercise 1

Practice Assignment: Creating a Personalized Promotional Email

Assignment Brief:

You are tasked with creating a personalized promotional email for a fictional retail store, "Everyday Essentials". The goal of the email is to engage subscribers by addressing them personally, presenting them with an exclusive offer based on their past purchases, and encouraging them to make a new purchase with a personalized discount code.

Requirements:

1. **Subscriber Data:**

- o Subscriber's first name: Stored in a data extension field named FirstName.
- o Last product purchased: Stored in a data extension field named LastPurchase.
- o Total spend last year: Stored in a data extension field named TotalSpend.

2. **Email Content:**

- o First Name is required to be cleaned up for the email greeting.
- o Last purchase (in lowercase) to create a feeling of continuity and personalized attention.
- o Display their total spend from the last year, formatted as a dollar amount (e.g., \$1,234.56).
- o Offer a personalized discount code in all caps that includes their first name and "20OFF" as one code.

Sample Data:

FirstName	LastPurchase	TotalSpend
john	Water Bottle	123.45
SARAH	Running Shoes	234.56
Mike	Baseball Cap	98.76
emma	Yoga Mat	145.90
CHLOE	Wireless Headphones	299.99
alex	Backpack	88.88
Olivia	Sunglasses	159.45
eTHAn	Graphic T-Shirt	75.00
sophia	Coffee Mug	45.67
liam	Book	120.34

Code Snippet:

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

```
%%[

/* RETRIEVING FIELDS FROM SENDING DE */
SET @firstName = [FirstName]
SET @lastPurchase = [LastPurchase]
SET @totalSpend = [TotalSpend]

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

SET @firstNameUpper = Uppercase(@firstNameTrim)

/* LOGIC FOR LAST PURCHASE */
SET @lastPurchaseLowerCase = Lowercase(@lastPurchase)

/* LOGIC FOR TOTAL SPEND */
SET @totalSpendFormatted = FormatNumber(@totalSpend, "C")

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

]%%
```

Input the variables into the email template below.

Email Template:

Hello %=v(@finalName)=%%,

We noticed you really enjoyed your %=v(@lastPurchaseLowerCase)=%% last time. We love that you love it!

As one of our valued customers who spent %=v(@totalSpendFormatted)=%% with us last year, we have a special offer just for you!

Your personalized discount code is: %=v(@discountCode)=%%

Use this code on your next purchase to enjoy 20% off. Hurry, this offer expires soon!

Warm regards,
The Everyday Essentials Team