Spring Refresh Audience Build

From: Rachel Liu (Blüm Skin Co.)

To: AMPscript Academy Consultant

Subject: Need a list for Spring email send 🌸

Hey!

We've got our Spring Refresh campaign going out this Friday, and I just need a quick audience pulled for the email send.

Basically, we want to target people who:

are in Australia or New Zealand

haven't bought anything in a while - maybe last 6 months?

and they have to be opted-in to email.

We're planning to drop their first name into the subject line too, so if any of the names are all lowercase or look weird, can you fix that so it's propercased?

Also - we're offering a 20% off coupon in the email. Feel free to just create one in the output like SPRING20 or something else that makes sense. We'll pass that field over to the email team to use in the dynamic content.

Should be all in the Customer_Master DE.

Would love to have this ready by Aug 8th if possible!

Thanks again,

Rachel

CRM @ Blüm Skin Co.

SQL Weekly Game – Solution Template

1. Consulting Notes / Assumptions / Clarifications

Use this section to note down any assumptions you made or clarifications you would ask the client.

Confirm that the coupon code is static and does not require any personalisation

Confirming whether you would also want to contact records that haven't purchased before (i.e. no last purchase date) ~ and in X timezone

Confirming region values are only 'AU', 'NZ' and not 'Australia' or 'New Zealand'

Selecting records with last purchase date more than 6 months ago? Or including on month 6?

2. SQL Code

Paste your SQL query below:

```
SELECT    SubscriberKey,
          UPPER(LEFT(FirstName, 1)) + LOWER(RIGHT(FirstName, LEN(FirstName) -
1)) AS FirstName,
          Email,
          Region,
          Email_Consent,
          LastPurchaseDate,
          'SPRING20' AS CouponCode
FROM      [Customer_Master]

/* CAMPAIGN CRITERIA */
WHERE     Region IN ('AU','NZ')
AND       Email_Consent = 1
AND       (
          LastPurchaseDate <= DATEADD(month, -6, GETDATE() AT TIME ZONE
'Central Standard Time' AT TIME ZONE 'AUS Eastern Standard Time')
          OR
          LastPurchaseDate IS NULL
          )
```

3. Response to Client (Optional)

If you want to practice client communication, use this space to write a short email-style response back to the client summarizing what you've done, what assumptions you made, and confirming delivery.

Hi Rachel,

Thanks for the brief. I've pulled the initial audience count based on your criteria.

Current Count: XXX records

~ We will re-run this automation closer to the go live date to ensure we have the latest records.

Before finalizing, I'd like to clarify a few points:

- Some records have no purchase date — including them could potentially expand the audience. Would you like to include these customers?
- For AU/NZ time zones, is checking the last 6 months in AEST fine? Also, should we include records exactly at 6 months, or only those with purchases older than 6 months?
- FYI — in the Region field, AU and NZ appear as 'AU' and 'NZ'.
- Please confirm if the coupon code is the same for all records. If so, I've set it in the 'CouponCode' column.

Once confirmed, I'll liaise with the email developer and then schedule the automation once ready.

Thanks,

Vincent