





prepared for

Interaction Studio Pilot for Brazil Mais Abracos Blueprint

Contents

[Revision Tracking 3](#_Toc93920786)

[Contact Information 4](#_Toc93920787)

[Kimberly-Clark Contact Information 4](#_Toc93920788)

[Approval Tracking 4](#_Toc93920789)

[Common Acronyms 5](#_Toc93920790)

[1. Conceptual Design Section 6](#_Toc93920791)

[1.1 Project Summary: Solution Overview 7](#_Toc93920792)

[1.1.1 Data Flow Overview: 7](#_Toc93920793)

[1.1.2 Interaction Studio Architecture 7](#_Toc93920794)

[2. Configuration Specification 8](#_Toc93920795)

[2.1 Foundational Components 9](#_Toc93920796)

[2.1.1 Web Beacon and Sitemap 9](#_Toc93920797)

[2.1.2 ETL Data 9](#_Toc93920798)

[2.1.3 Web Template and Campaign Configuration 9](#_Toc93920799)

[2.1.4 Segmentation 9](#_Toc93920800)

# Revision Tracking

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | Version | Description | Author | Audience |
|  |  |  |  |  |
|  |  |  |  |  |

# Contact Information

### Kimberly-Clark Contact Information

|  |  |  |
| --- | --- | --- |
| Name | Title | Email |
|  |  |  |
|  |  |  |

# Approval Tracking

|  |  |  |  |
| --- | --- | --- | --- |
| Document Section | Description | Kimberly-Clark Approver | Approval Date |
| 1.0 | Overall Blueprint | KCC |  |
|  |  |  |  |

# Common Acronyms

Theses Acronyms are commonly used throughout the Blueprint documentation and in communications about the solution implementation.

|  |  |
| --- | --- |
| Acronym | Definition |
| CSV | Comma Separated Values |
| DE | Data Extension |
| Access Control | Is the management of access to interfaces and network resources. |
| Connector | Facilitate integration of your MuleSoft applications with any external resource, |
| API | Application Programming Interface |
| Batch Processing | The execution of a series of programs without manual intervention |
| Cloud Integration | Allows for applications to connect with and share data with one another in the cloud |
| Data Encryption | The process of using algorithms or ciphers to protect electronic communication |
| VPN | Virtual Private Network |
|  |  |
|  |  |
|  |  |
|  |  |

# Conceptual Design Section

The purpose of this section is to outline the overall solution, beginning with a high-level overview and followed by comprehensive visuals and descriptions of each of the respective components.

The intended audience of this section is any of the key stakeholders, or those who will be responsible for the administration of any of these components.

## Project Summary: Solution Overview

**Goal(s):**

**Approach:**

### Data Flow Overview:

Data Diagram

### Interaction Studio Architecture

Overview:

## Interaction Studio Web SDK

The Interaction Studio Web SDK provides functions, properties, and methods to track user behavior on your website and send that behavioral information to Interaction Studio, enabling you to build website user or visitor behavior profiles. The JavaScript beacon included with the Web SDK handles event responses containing personalization web [Campaigns](https://developer.evergage.com/campaign-development). Business users develop these Campaigns through the Interaction Studio UI for display on the website to qualified visitors and leverage [Campaign Templates](https://developer.evergage.com/campaign-development/web-templates) to load data, run machine learning, perform A/B testing, and run client-side display logic.

# Configuration Specification

The purpose of this section is to define the configuration components of the solution as they exist in the Interaction Studio.

The intended audience of this section is those who will be responsible for the administration of any of these components. Those individuals with a technical role in the administration will gain the most from this section of the document.

## Foundational Components

### Web Beacon and Sitemap

## Beacon URL and Location

## Sitemap code

### ETL Data

## ETL 1 and sample format

## ETL 2 and sample format

## ETL 3 and sample format

### Web Template and Campaign Configuration

## Template code

## Campaign Configurations

### Segmentation

## Segment 1 and config

## Segment 2 and config

