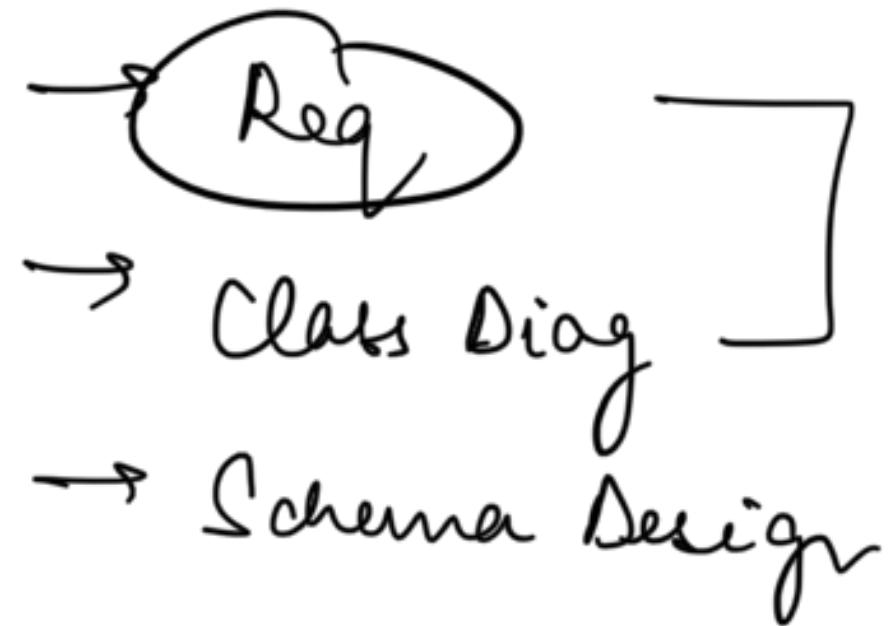


# DESIGN AN EMAIL CAMPAIGN MANAGEMENT SYSTEM

KY2  
interested in SDE2 @ Amul



4 days

Did you miss my email?

6 days

InstaDays

are you looking out for us

Website XYZ

Create an Account

D1 → Intro to XYZ

DS → Top features of XYZ

D12 → Review of XYZ

Scalar

DI → Scalar News

DS → Scalar Success Story

Email Campaign Management Systems

Mailchimp

\$10 million +

  
CTO of Zerodha

DS alternative to Mailchimp

listMond

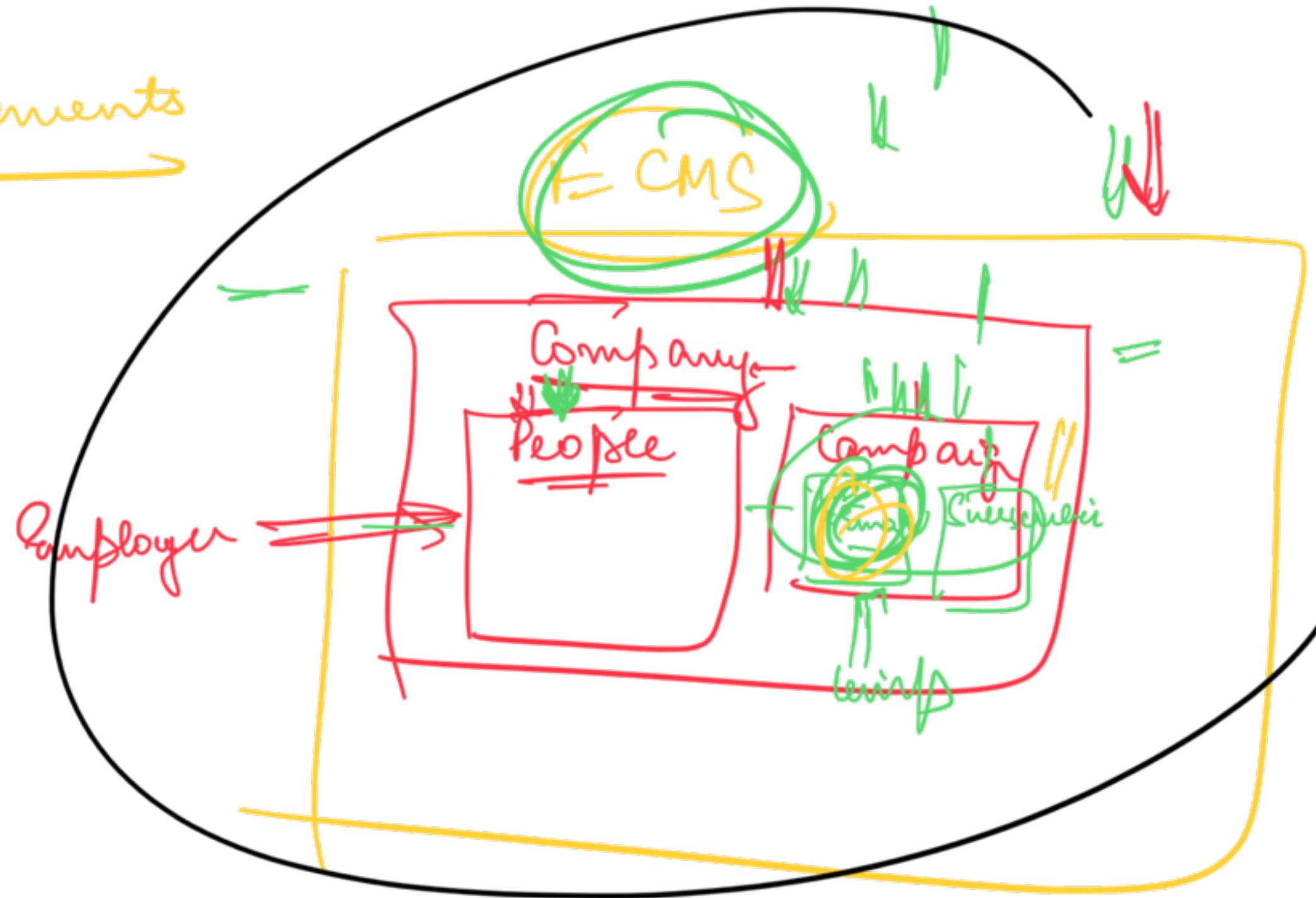
---

See the code of listMond

Comp are how much similar is

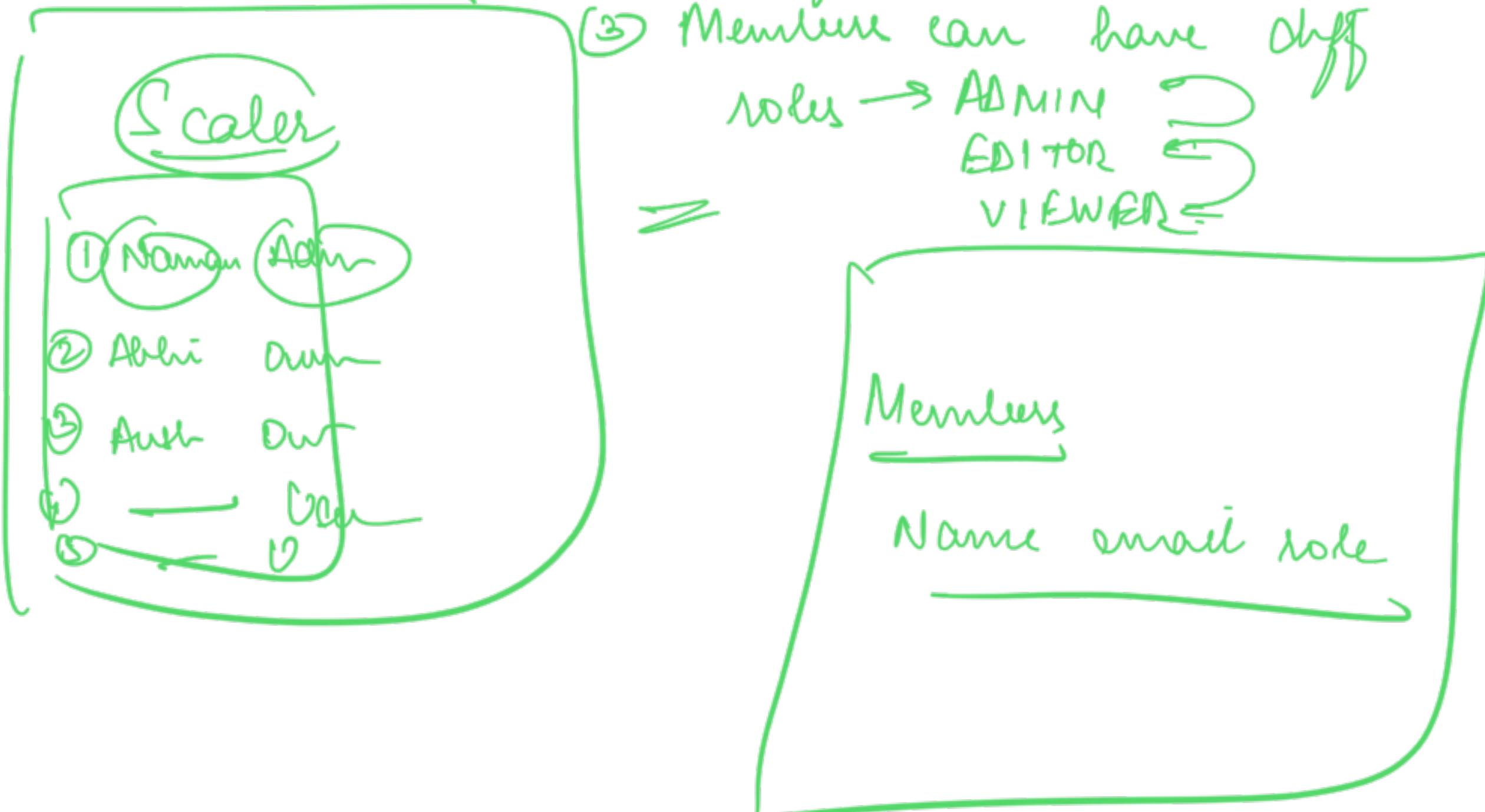
it to our design

Requirements



① ECMC has many companies

② A company consists of multiple members



④ A company can have multiple campaigns

⑤ A campaign consists of a set of email template

⑥ A campaign has a list of subscribers to whom  
the emails are sent

⑦ A template consists of Body (text)  
and placeholders

Hi Camille!

Hi Naman!



key ↴

Hi {Student Name}!

{age}?

key

{college} key

{grad year} key

How are you

⑧ A placeholder consists of a ~~name~~ key

Hi {Student Name}!

You are a part of {Batch Name}! ~~Hope~~

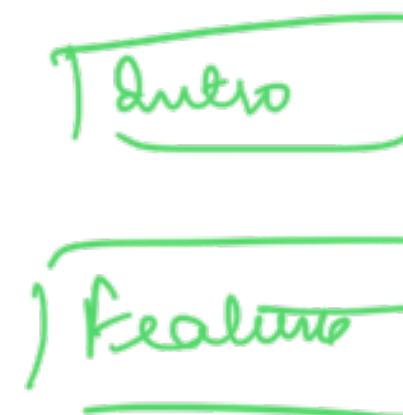
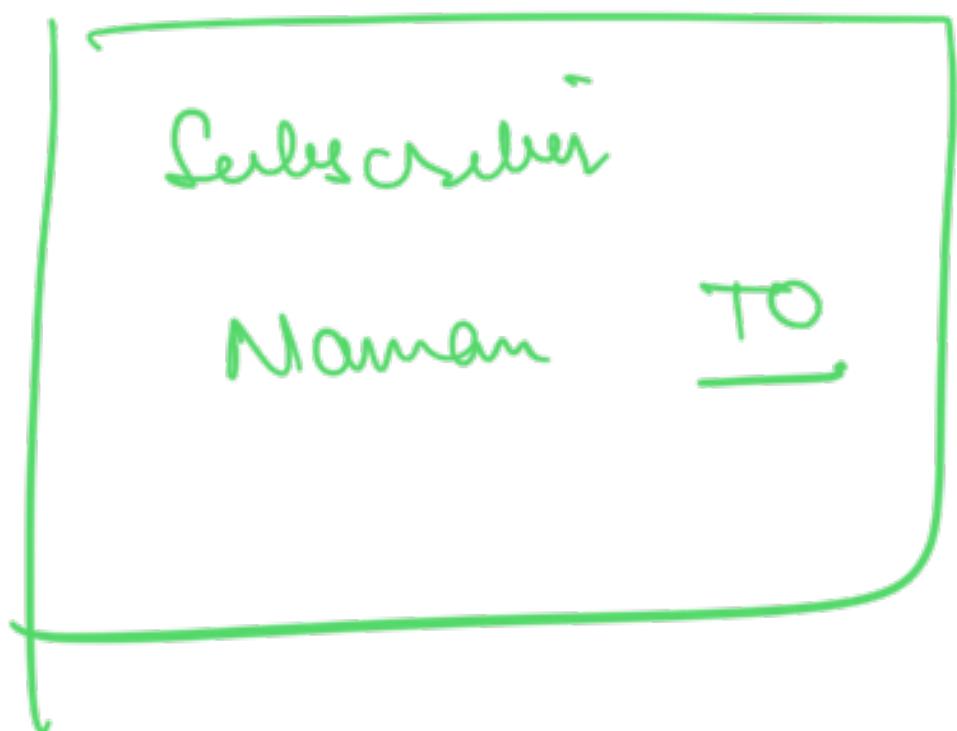
Your classes will start from {start}

0.

date 4.

Hi {Name}!

I hope you are doing good, {Name}!



Share  
5 days  
15 days

0

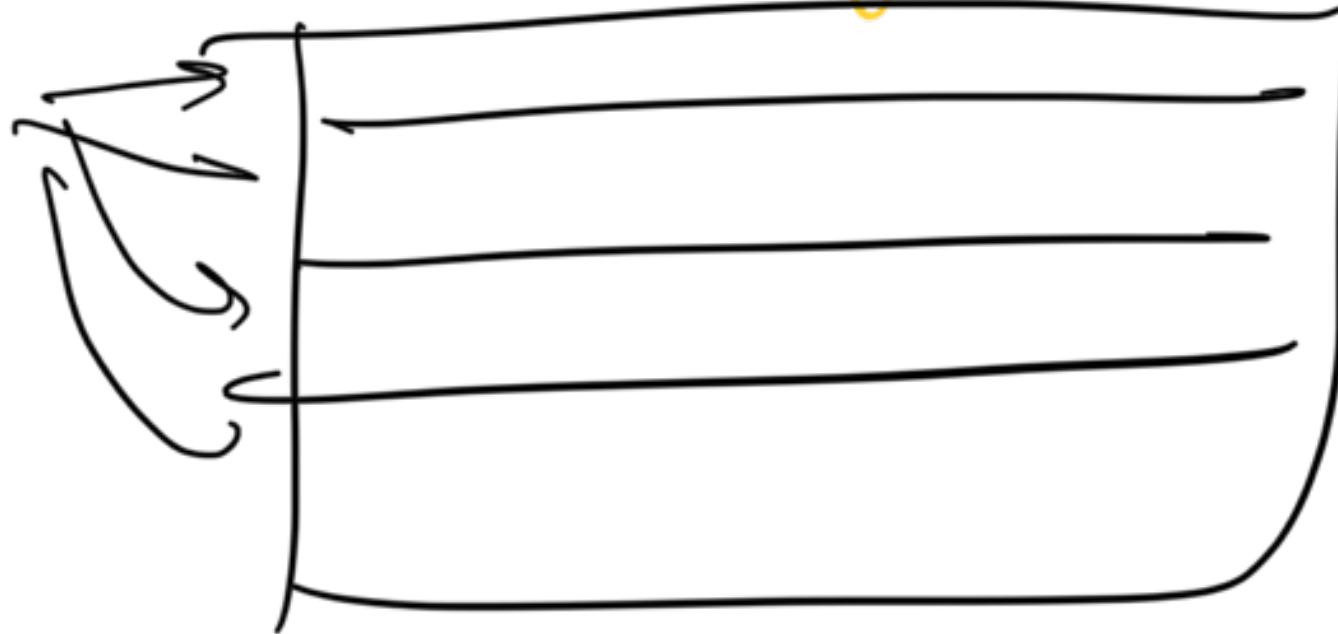
Naman → 28th June 2022  
5:30 PM

Offset 2hrs

→ 28th June 2022 5:30 PM

- ⑨ A campaign can have any # of Cutsuchi

⑩ A Subs cuber is nothing but a

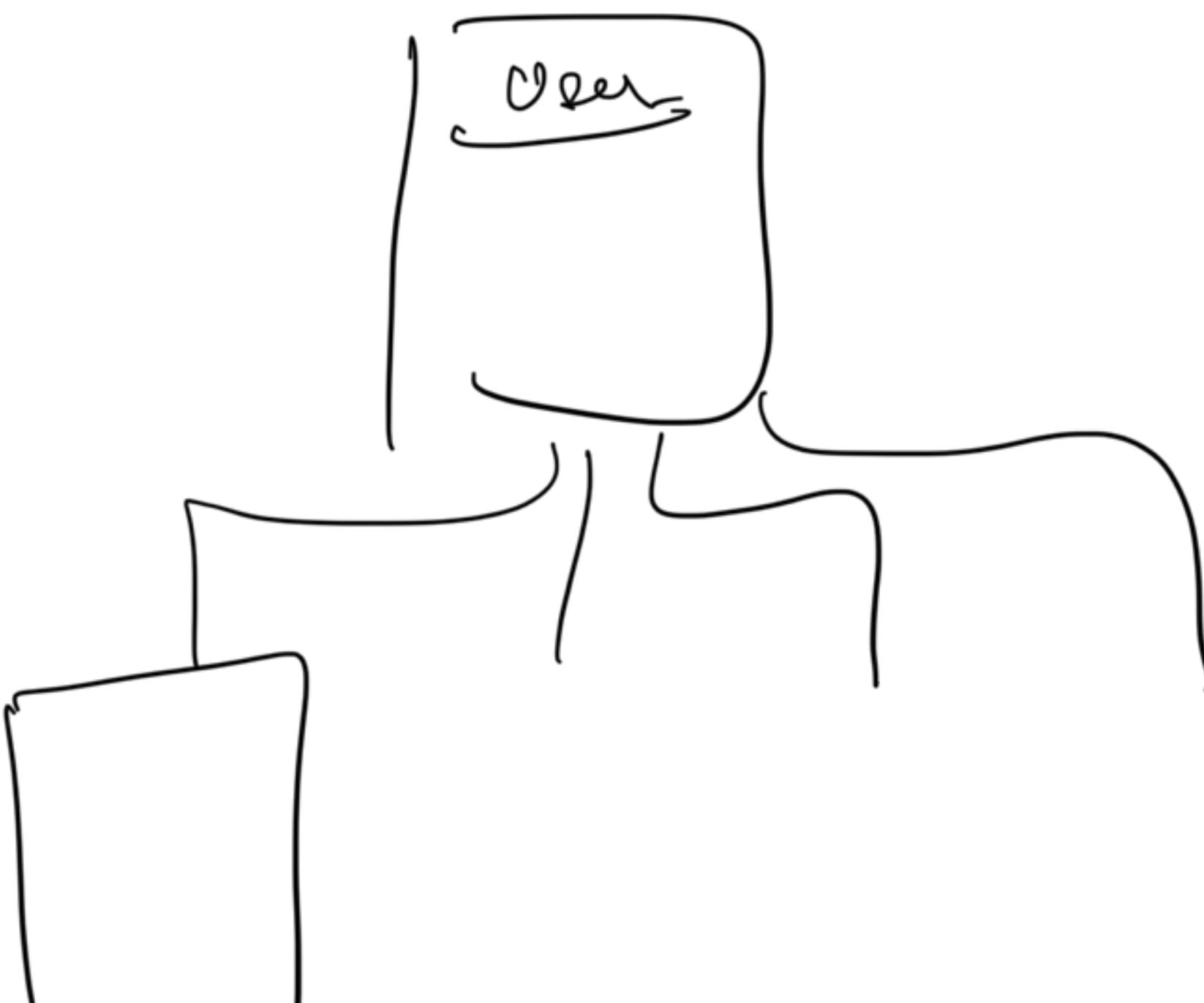


?

⑩ Subs cuber can have different attributes based  
on company.

~~Afbeelding~~

→ ~~Scaler~~



1. For every rule criteria I need to store the time of joining the campaign.
2. One person can rule to multiple campaigns in ~~a~~ company at different times.







→ 1 sales rep  
is associated to only 1  
company

Amazon



Recruitment

college : XYZ

Name : Name

age : 20

lottery : ABC

Google

LY  
Recruitments

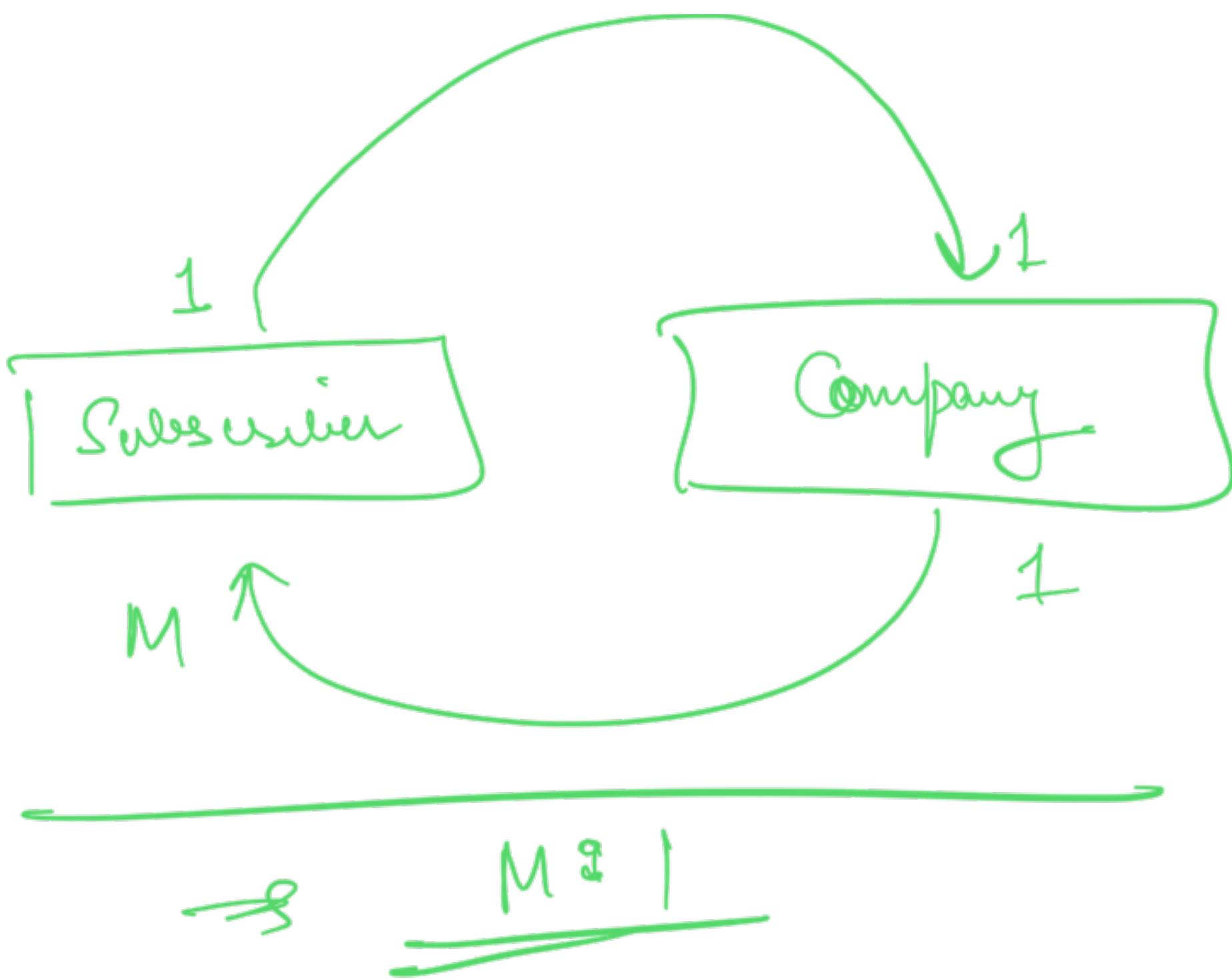
Name : Anwan

age : 21

~~email : 000@xyz.com~~

google - rank = 134

ph: No -



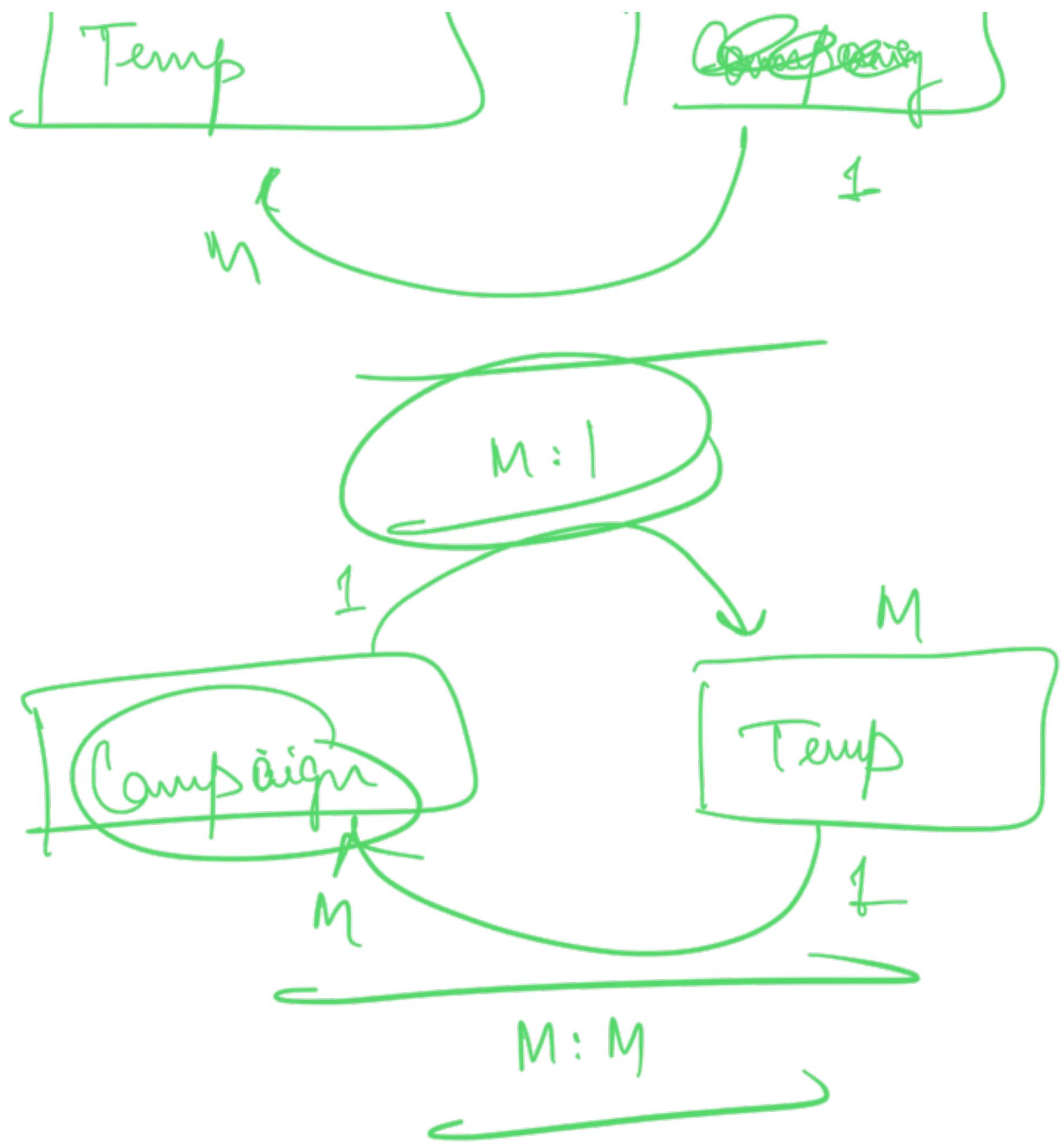
Should a user / subscriber be allowed to

vers une campagne → CAMPAIGN → Yes

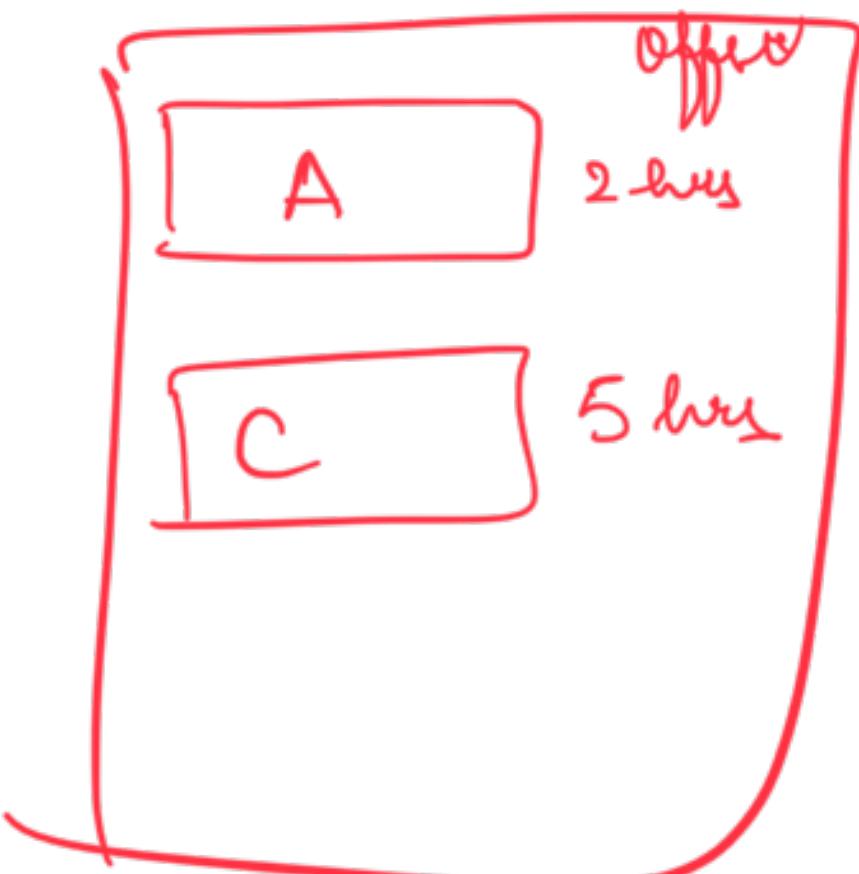
→ 1 person can be a member of multiple  
companies.

→ 1 ~~campaign~~ template can be part of  
multiple campaigns.

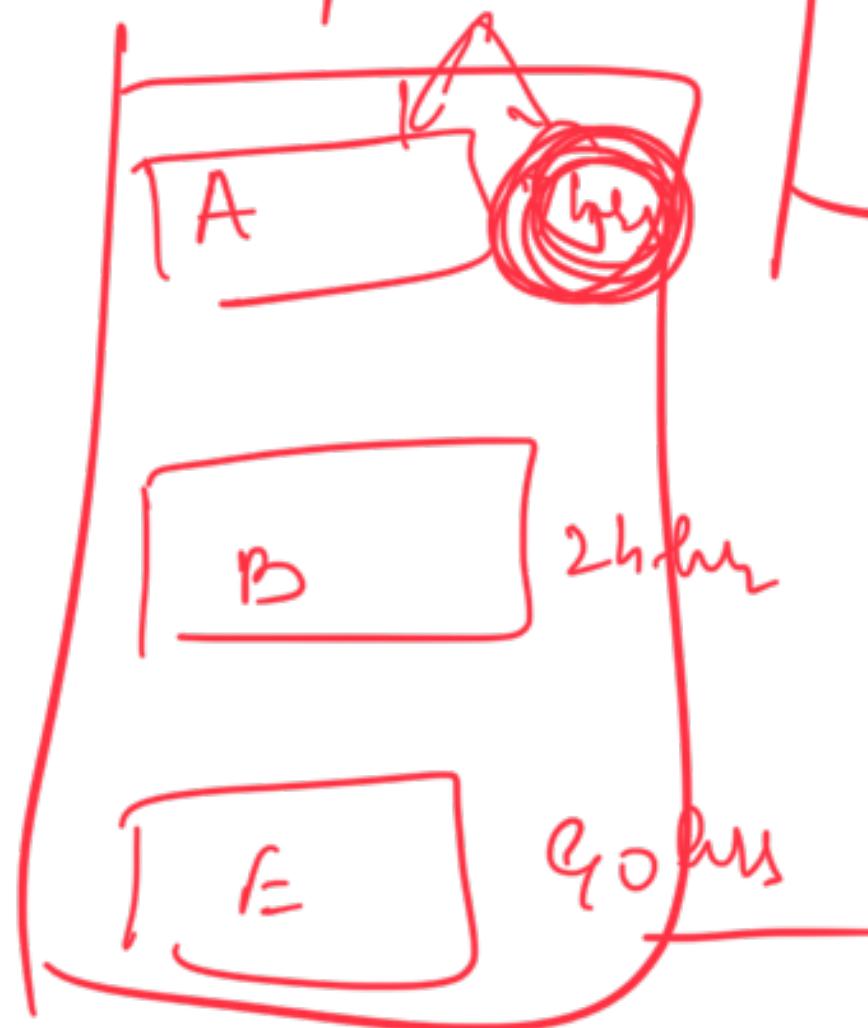




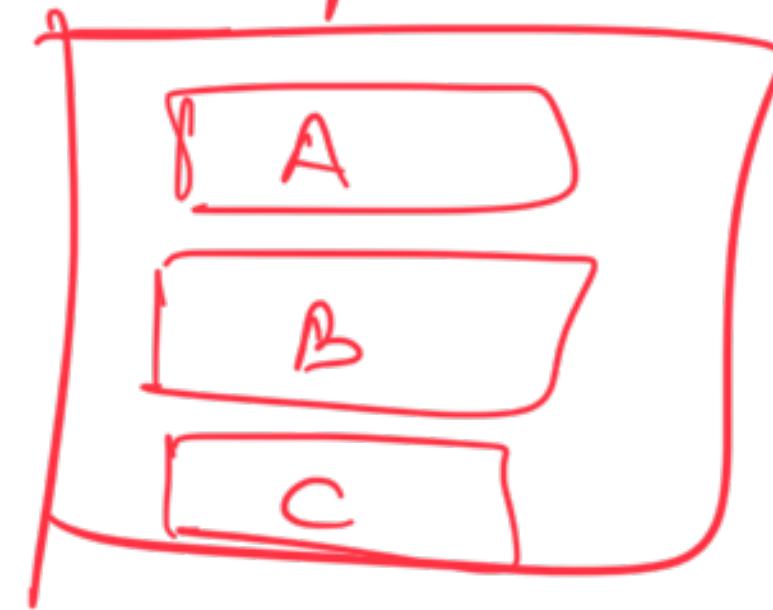
Campaign 1



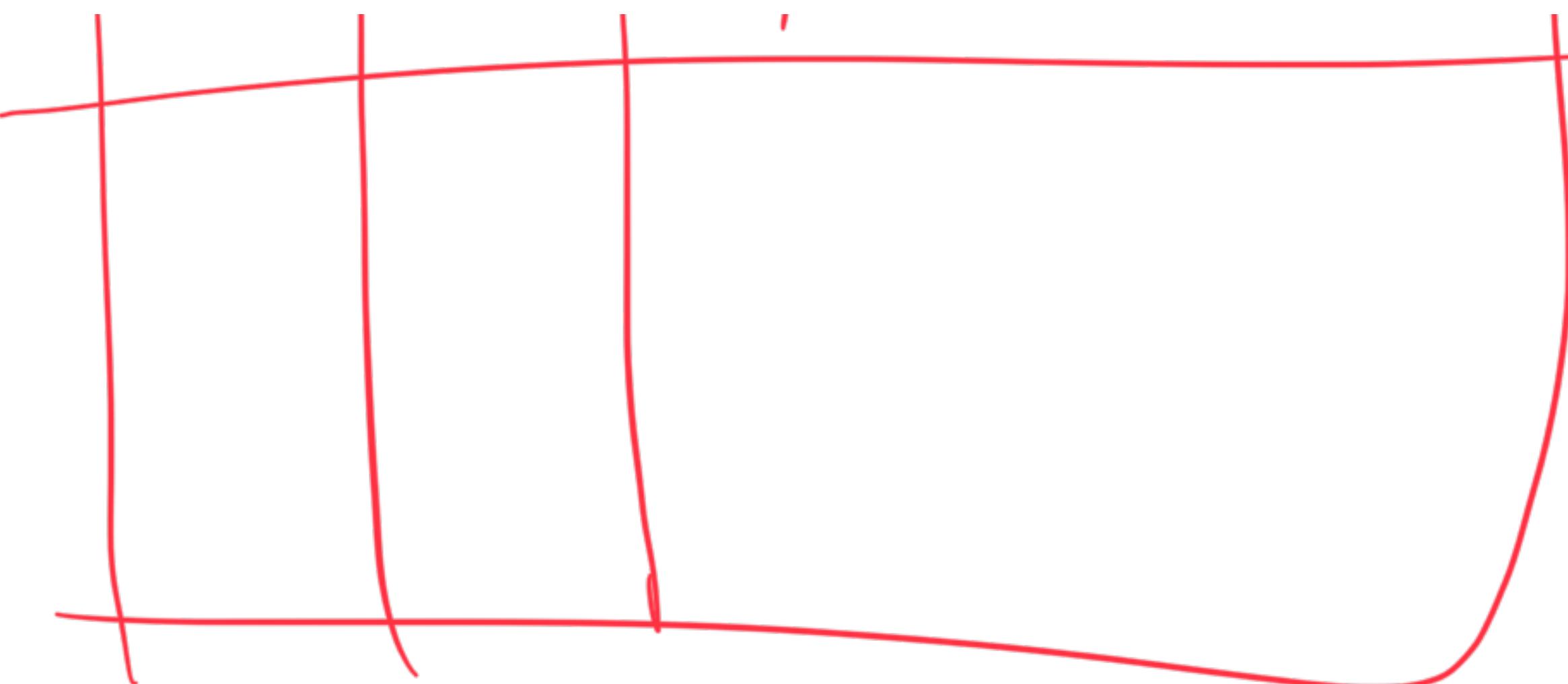
Camp 2



Templates



Template	Name	coupen - code
----------	------	---------------



Hi {name}!

Here is your Eloper collect

=

Product

Marketing  
Managers

Break till 10:25 PM

100

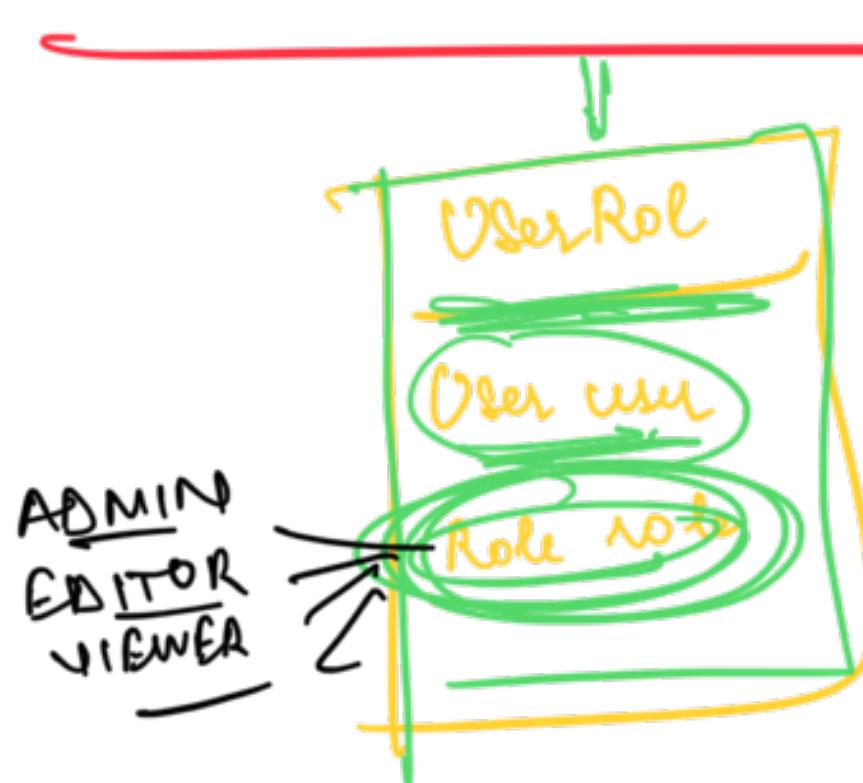
DB

| - | - | - | - |

CSV



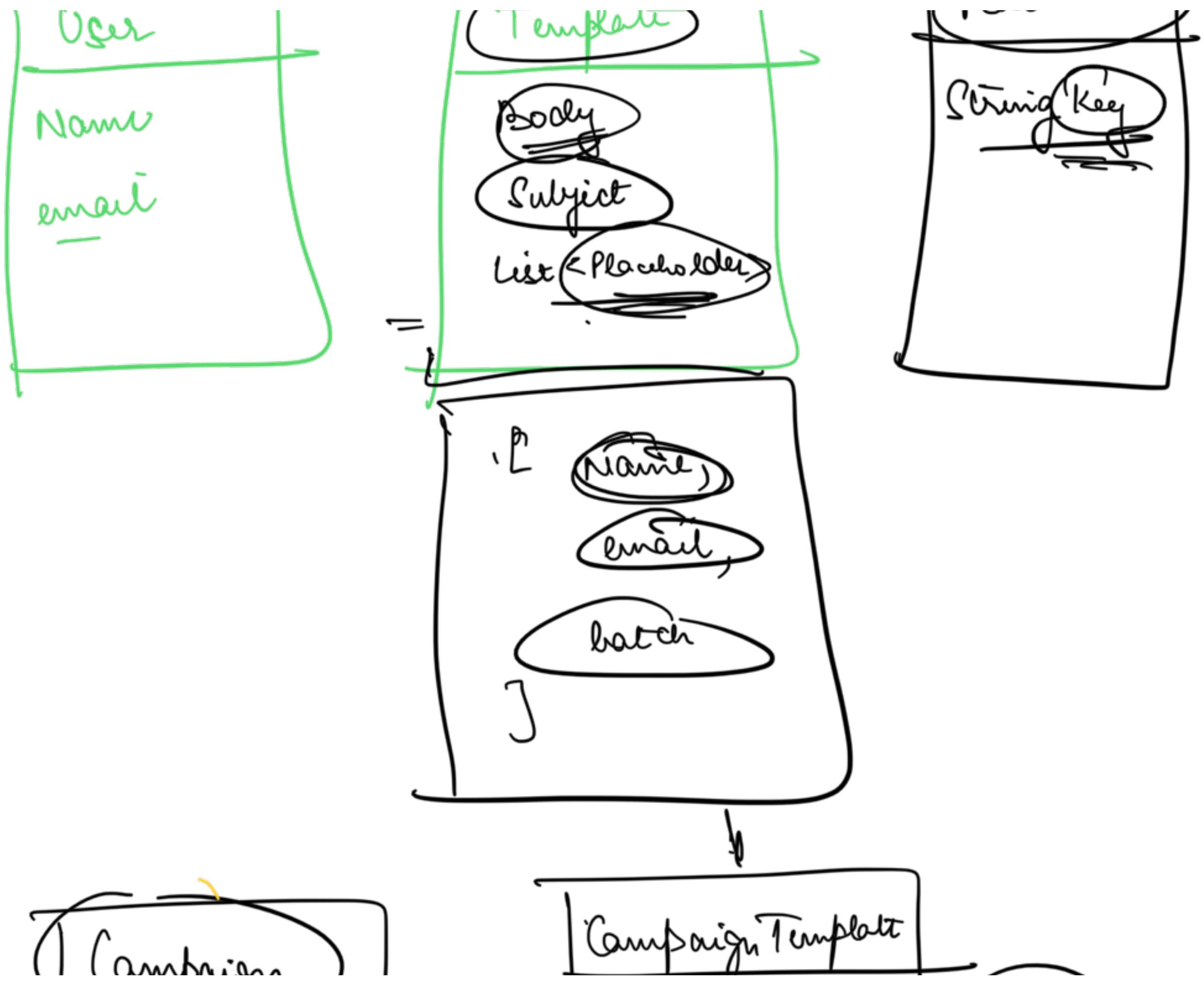
## CLASS DIAGRAM

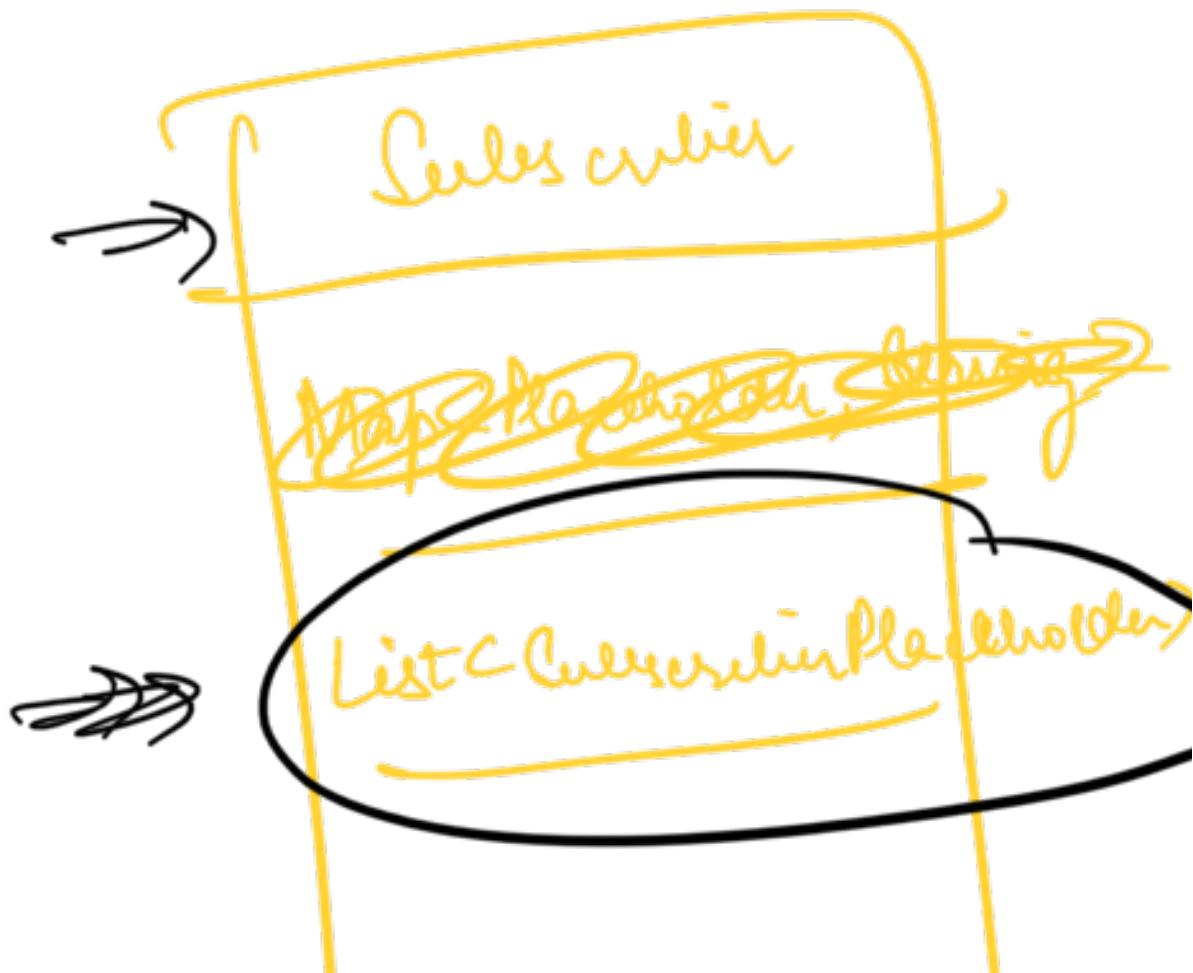
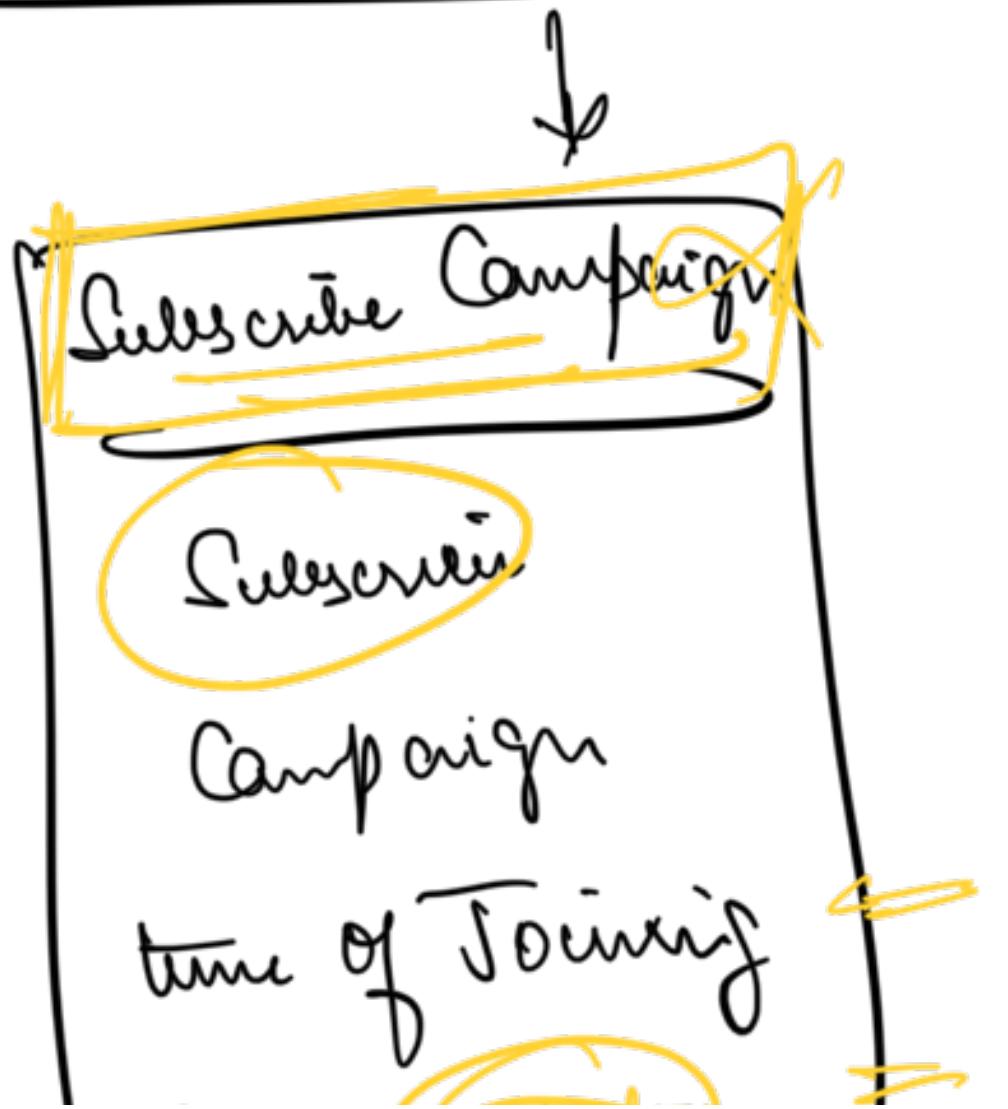
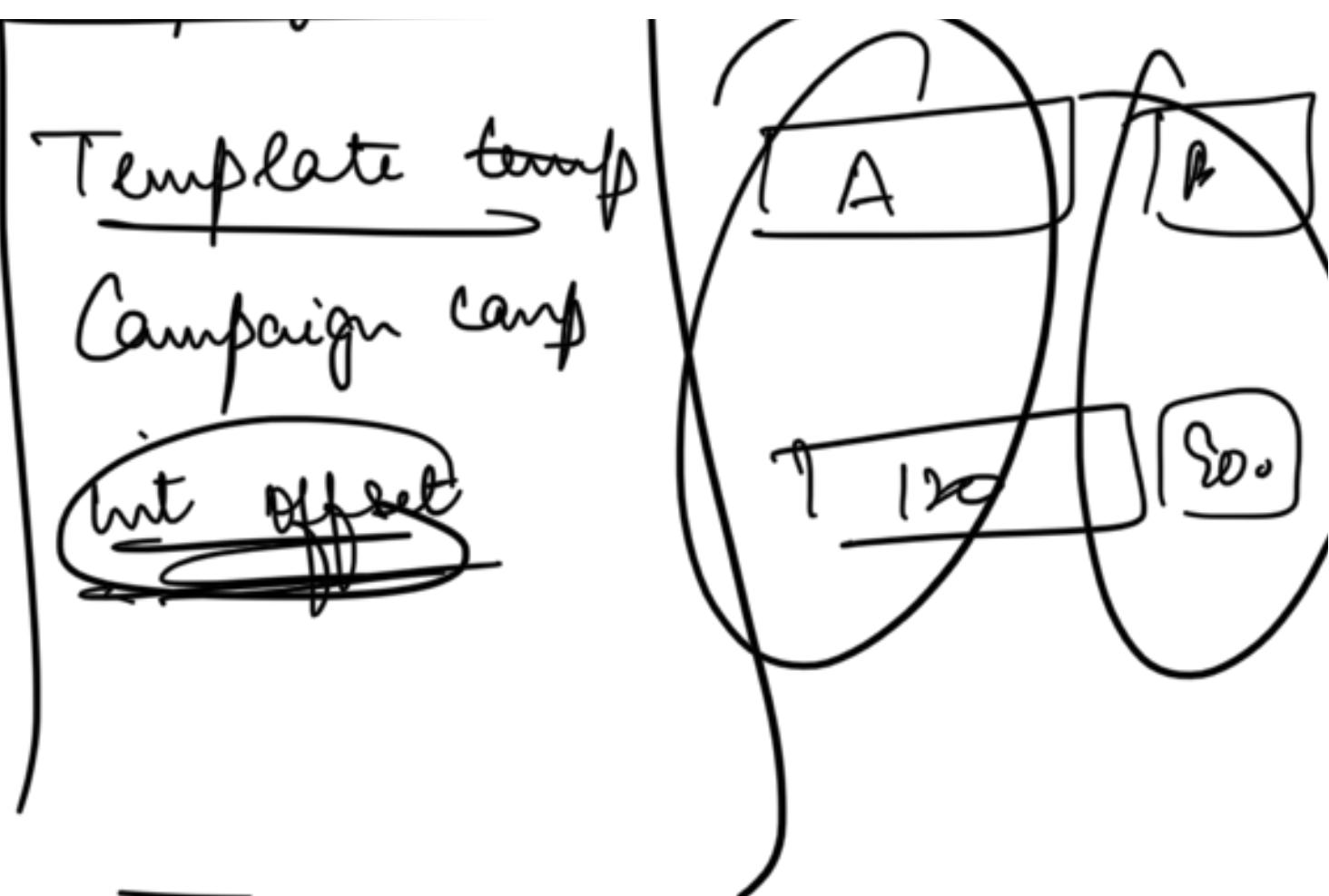
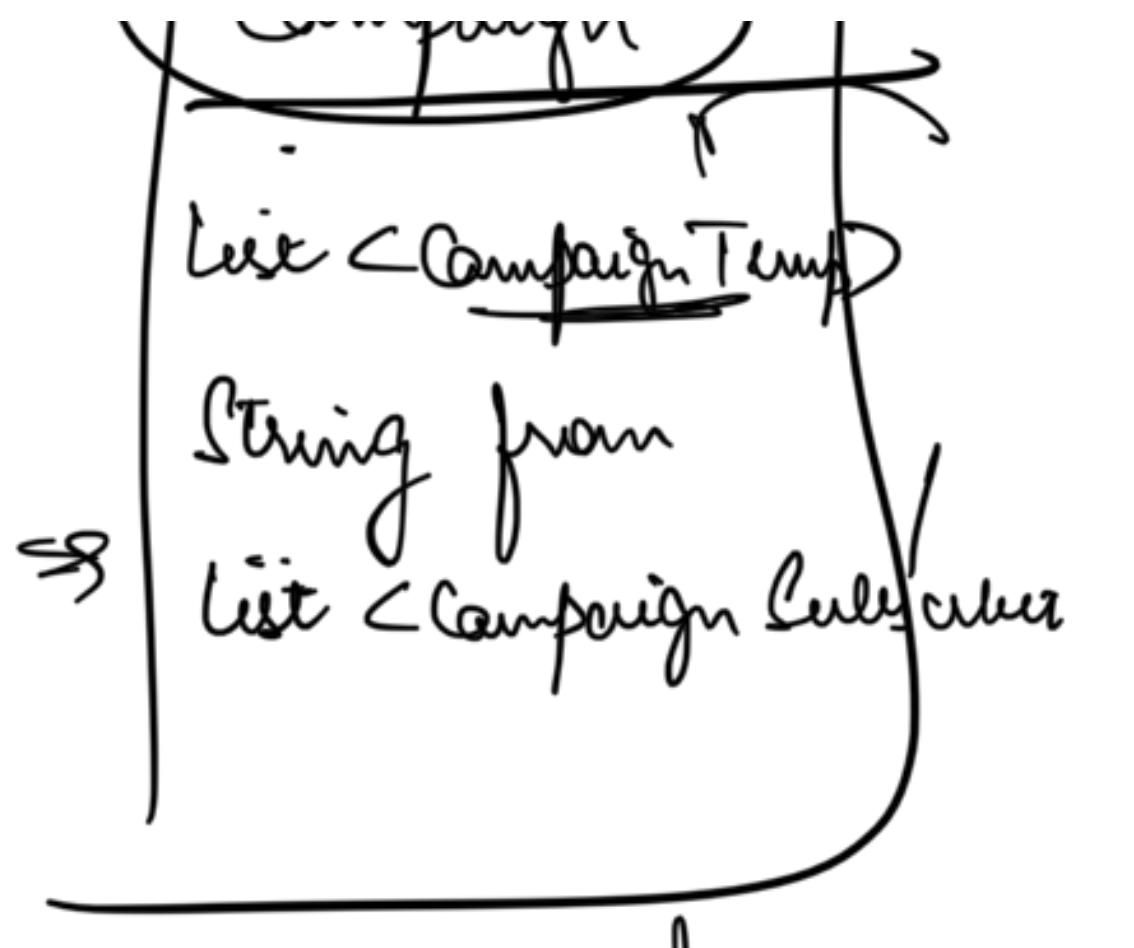


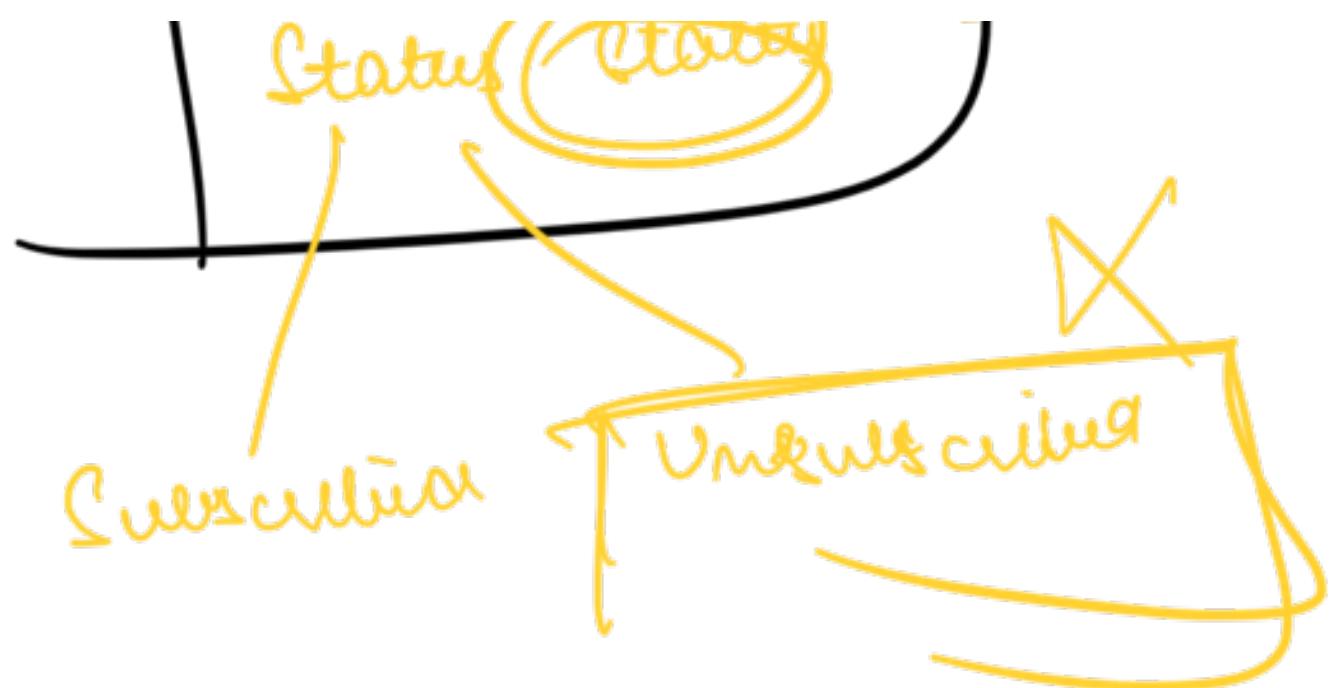
role attr of company - user  
role



Placeholder





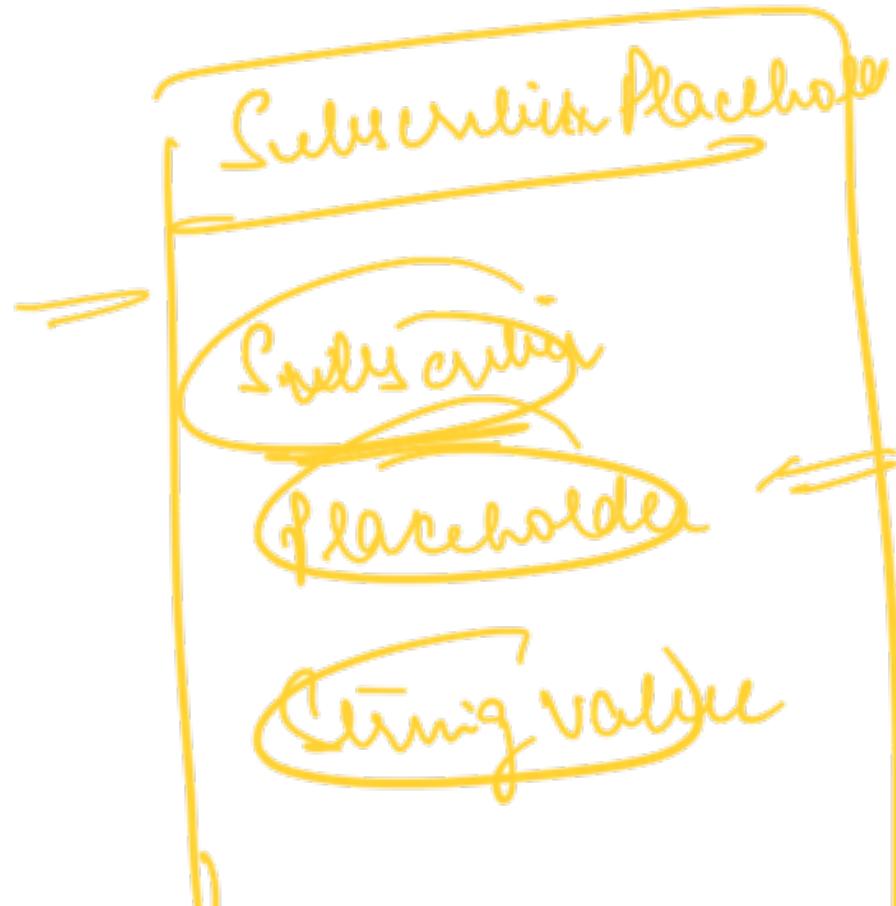


Name  $\Rightarrow$  Name

Age  $\Rightarrow$  20

Email  $\Rightarrow$  name@  
com.

[ Name  
Email =  
Age





Subscriber {

list < Subscriber Placeholder>

↓

Subscriber Placeholder {

Subs cribe

Placeholder Name

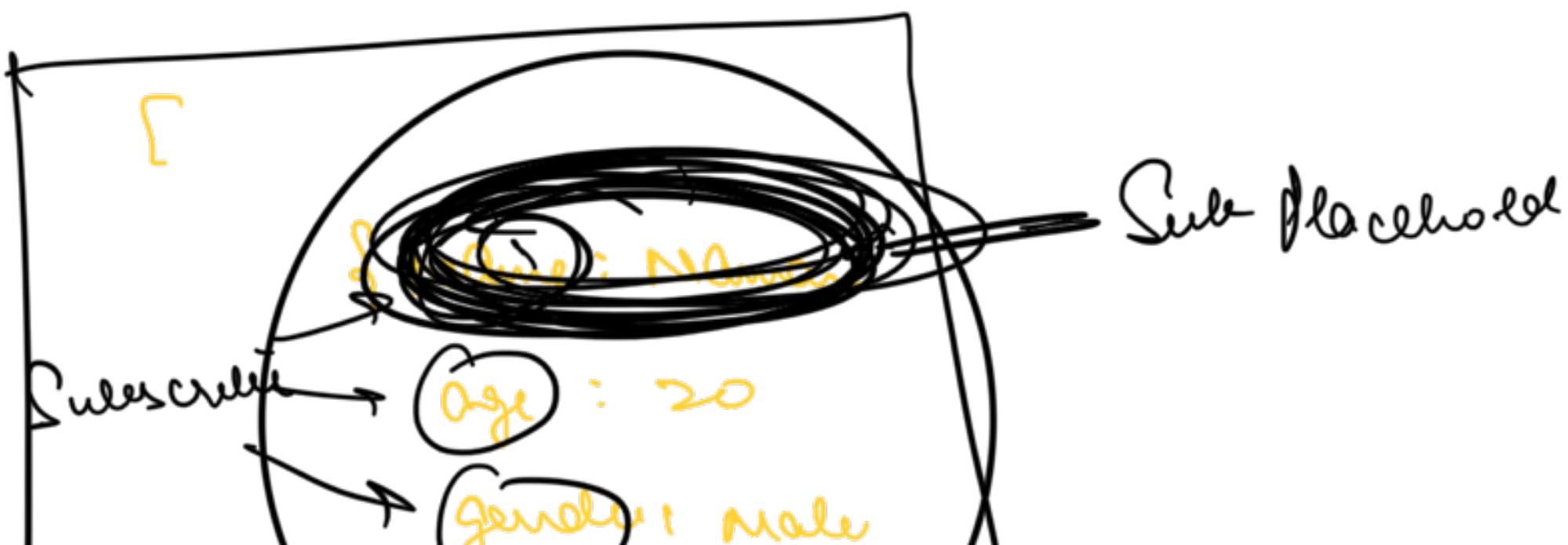
value Name

]

gender  
male

age  
20

)





for all the subscribers :

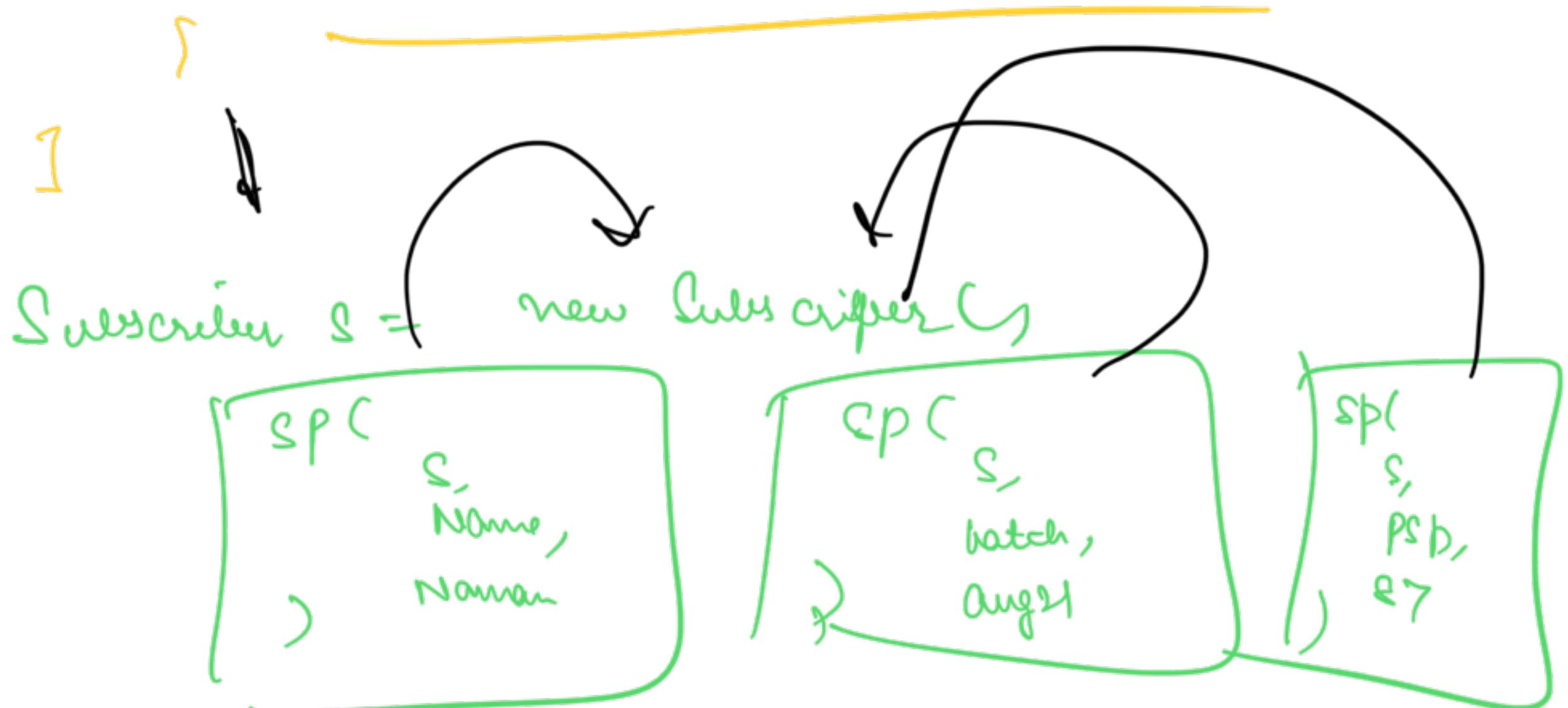
① cur-temp late =         
    ↑  
    cur-temp late

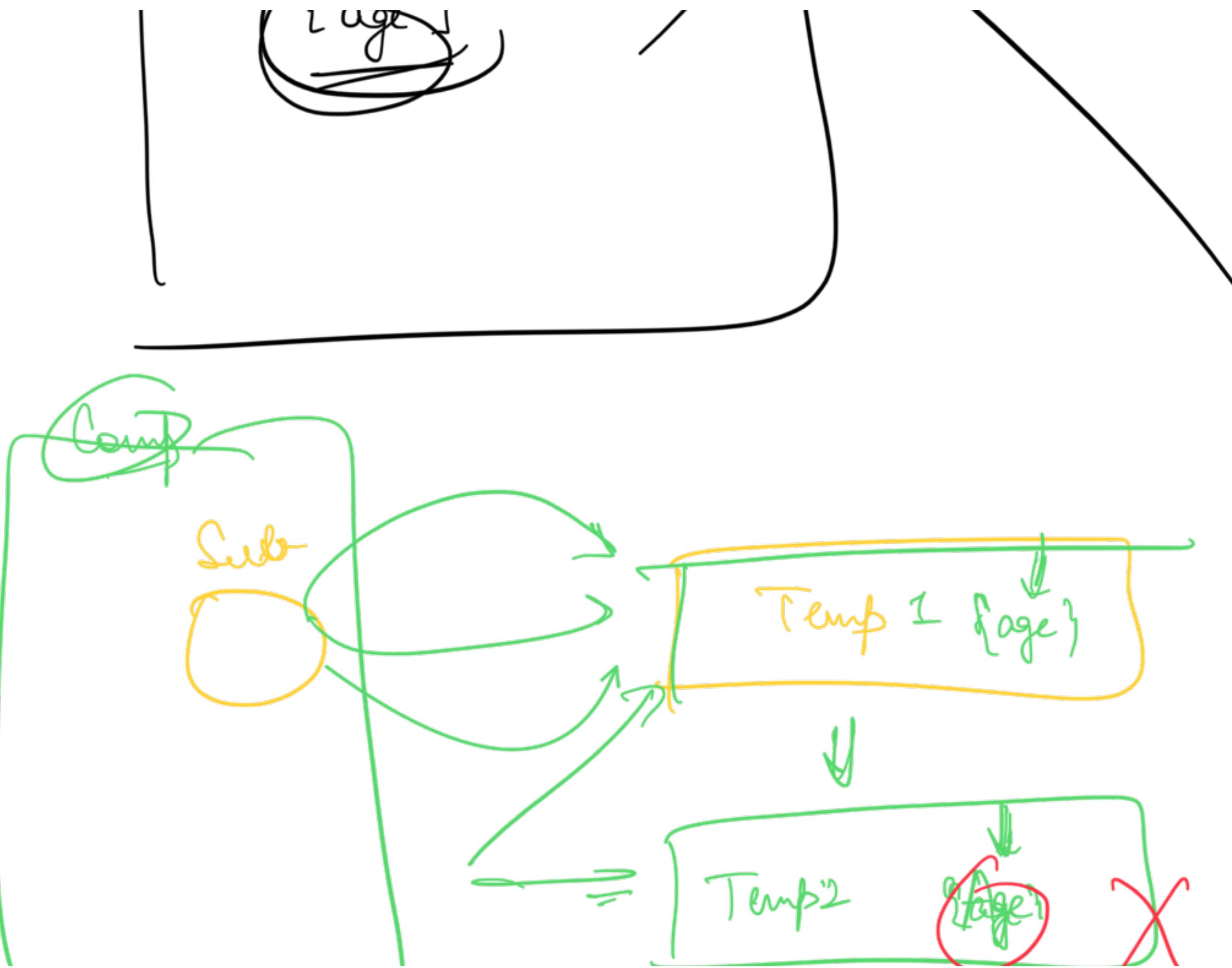
② cur-template.put ( subscriber )

## ③ Send Email

Scaler → Creates acc. on Mailchimp

```
[  
  { Name: "Naman" }  
  { batch: "Aug 21" }  
  { pop: 40, email: "..." } ]  
  { Name: "Devendra" }  
  batch: "Sep 21"  
  }
```





- ① When you are given an unknown system
- Get an overview from the interview
- Create the visualization

- ② Go into the top down order ,
- ask clarifying q's about each entity
- ① Cardinality
- ② Suggest 2-3 ideas
- ③ list down all features
- ④ class diagram top down -
- In a hierarchy that are not filled

(u) class with annotations

"Subscriber" =

→ JSON Parser

HTML | XML

→ Google Form

Form {

list<Question>



| Short Text

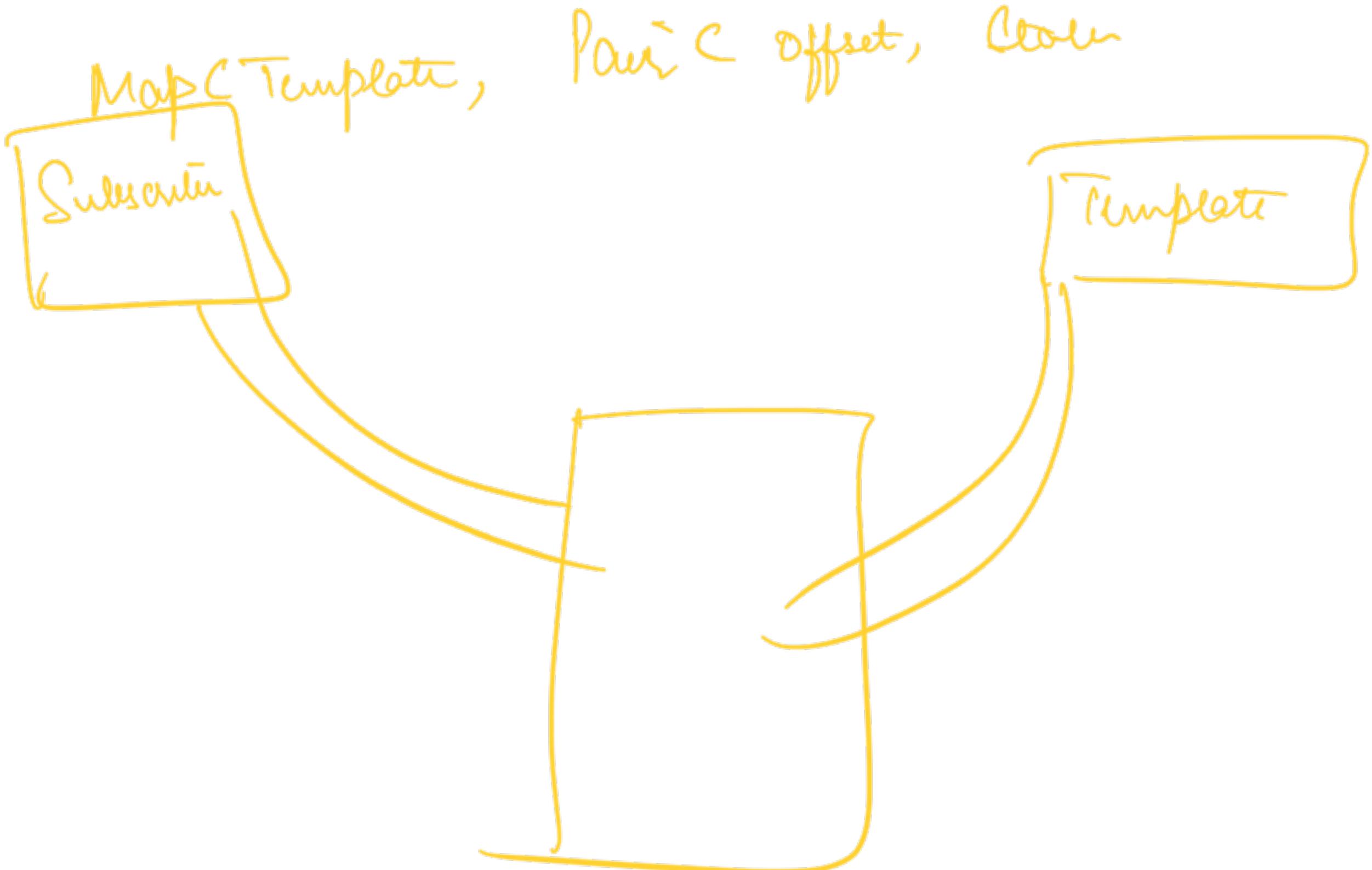
Properties

dropdown

@ Element Collection

Map<Template, offset>

Map<Template, String ID attribute



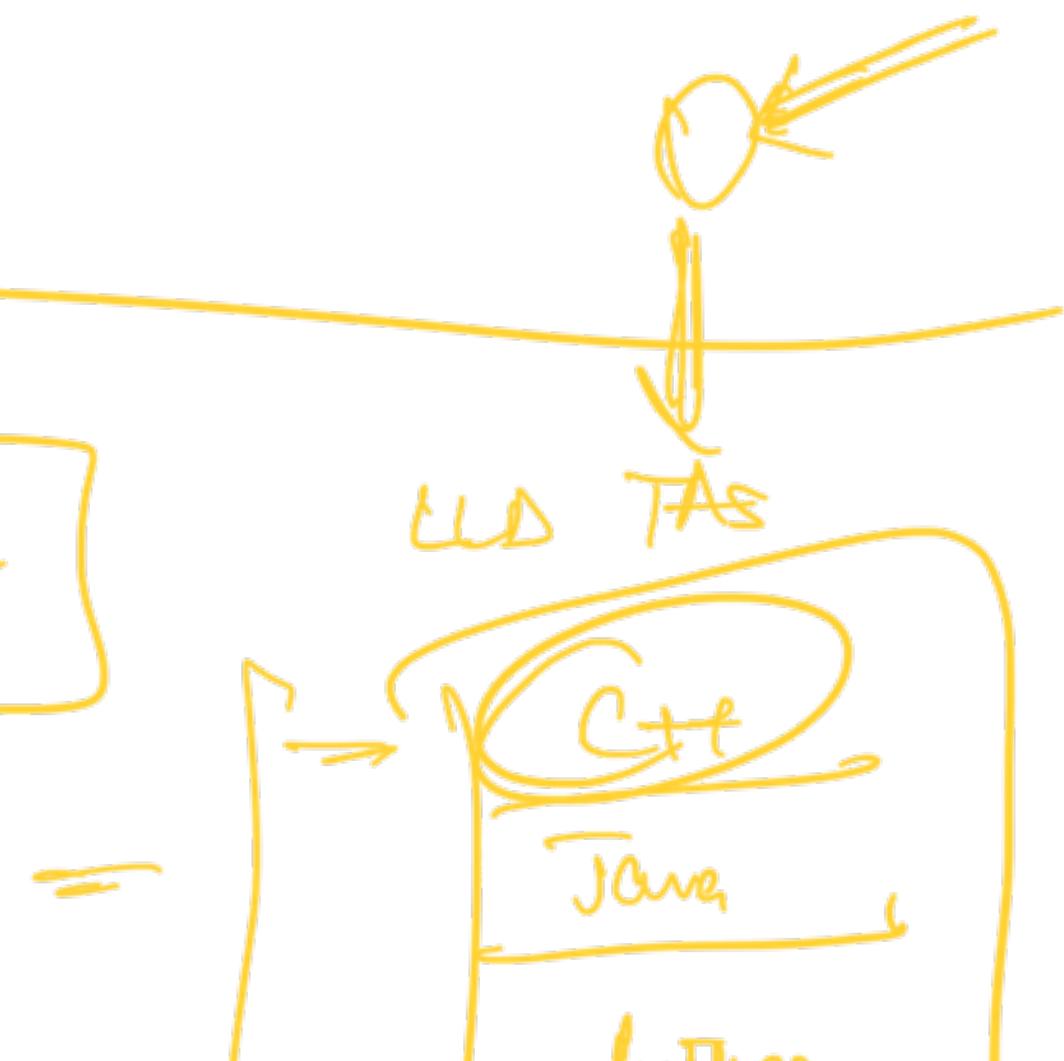
Direct

Imp part

Based on above class diag do LD



Refactoring



L | I —  
— II C

Builder DP

Game Builder



Play Game Director (Game Builder)

game. Let's officially

