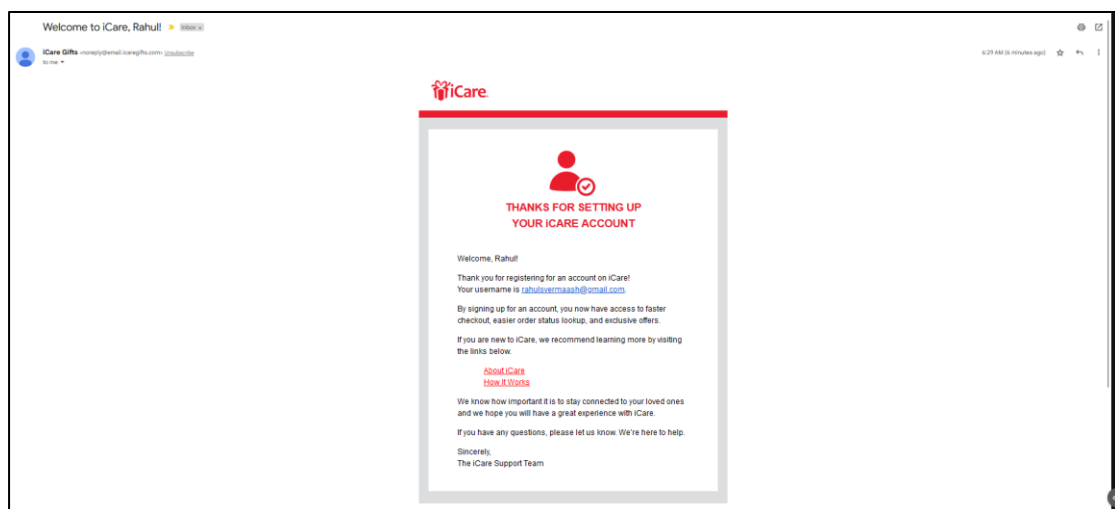


REPORT

- Given the new SMS messaging option, a footer was created at the end of each email. This footer contains a link to the Marketing Cloud Preference Center to opt-in for SMS messaging. However, the Preference Center is not subscribing people to SMS. Although users can enter their information, the information goes nowhere.

Causes:

1. Issues with the Preference Center: The problem mentioned states that the Preference Center is not subscribing people to SMS even though users can enter their information. This could be an issue with the integration between the Preference Center and the SMS opt in. We can do the following steps:
 - We can verify integration settings and perform end-to-end testing.
 - Review error logs to identify and resolve integration issues.
2. Issues with data stored in the DE: The problem mentioned states that after opting for SMS subscription in the Preference Center, people are not receiving SMS which can be due to the data not properly stored in the data extension. We can do the following steps:
 - We can review the data extension and take a look at any incorrectly input data which could be causing problems.
3. Issues with the DE or inside the DE: From the given problem statement we can say that there can be an issue with the Data Extension name such that we might have implemented or used a different name of the Data Extension or an issue where in non-nullable column or primary key are specified but the input doesn't provide the specific details leading to the problem, also there could be an issue with the permissions of the DE. We can do the following steps:
 - We can verify DE permissions and structure, data mapping and provide clear error messages.
 - Make sure that the required fields are correctly mapped and implement proper error handling.



Preference Center Page

The first screenshot shows a welcome message to Rahul, confirming account setup. The second screenshot shows the preference center form with fields for First Name (Rahul), Last Name (Verma), Email Address (rahulvermaash@gmail.com), Mobile Number (1 (646) 734 - 8639), and Facility (BOWLING GREEN KY). The third screenshot shows the same form after submission, with a confirmation message and a 'SHOP ICARE' button.

- Inmate name and ID is masked. Currently in a transactional email, such as an order confirmation, the inmate name is represented by “*****”. Some orders contain products for multiple inmates, so we need to unmask the inmate name so customers can see who they ordered for.

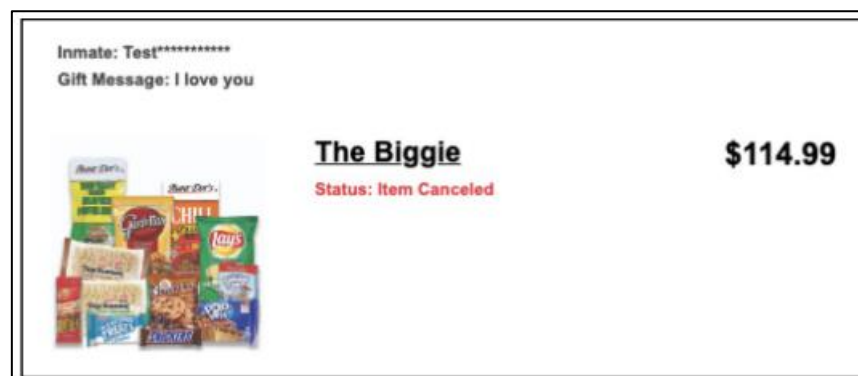
Cause:

Example:

Here, we can see the individuals name is masked

The screenshot shows an order confirmation email. The order status is 'Confirmed' and the order number is ICR01014340. The inmate name is masked as *****. The order details include a subtotal of \$29.99, delivery of \$6.95, tax of \$0.74, and a total of \$37.68. The products are Doritos, Fritos, and Snacks.

Here, we can see that multiple individuals can be distinguished by their first names without giving out their complete names.



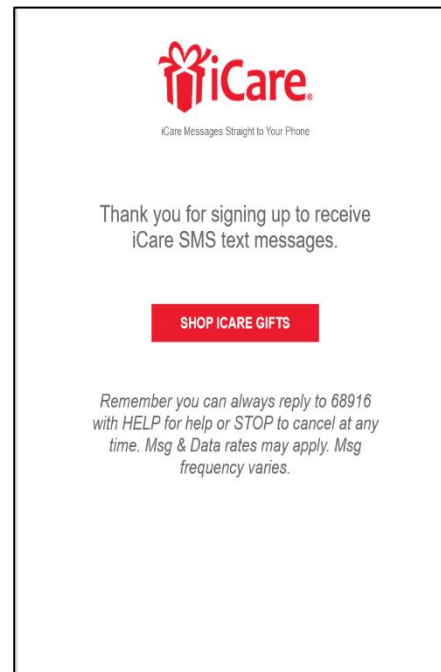
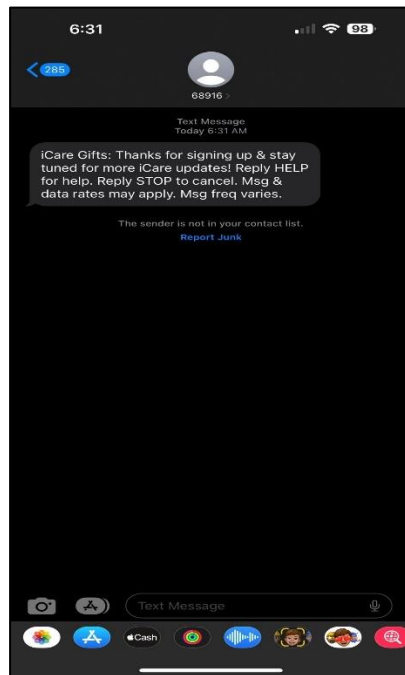
Here, we can see that the inmates details are as follows: “Inmate name | #Inmate ID”

```
JSON string that includes the following fields:  
{  
  "inmates": [  
    {  
      "inmateDetails": "xxxxxxx |  
      #xxxxx",  
      "giftMessage": "",  
      "shipments": [  
        {  
          "shipment  
Status": "#",  
          "lineItems": [  
            {  
              "status": "#",  
              "productId": "#  
#####",  
              "productName": "xxxxxxx",  
              "imageUrl": "xxxxx  
",  
              "pdpUrl": "xxxxx",  
              "price": "##.##",  
              "quantity": "#  
}}  
}}  
]]  
}]  
}
```

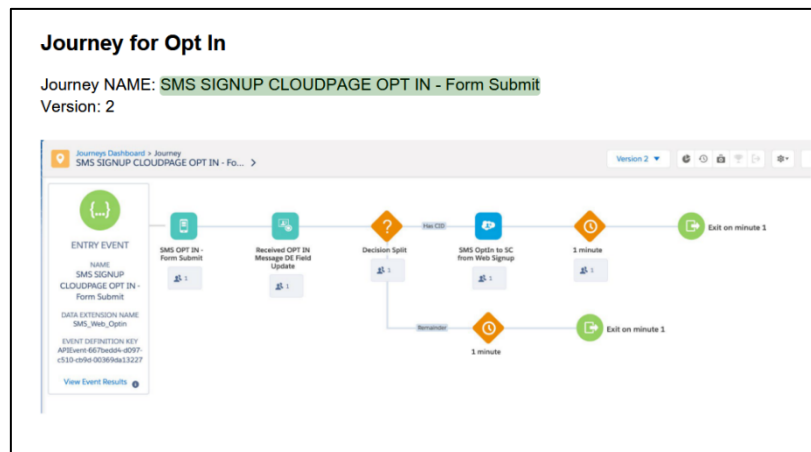
We can use 2 methods by which we can mask/unmask the inmates names and they're as follows:

1. Using If-Else Condition: Determine whether an order contains products for multiple inmates. If so, include the inmate name in the email. Otherwise, continue masking the inmate name as "*****"
2. Using Replace function: The Replace function searches for a specific text pattern and replaces it with another value within the specified string. It is useful for masking or unmasking inmate names.

- **Confirm the SMS Welcome Journey is active and working.**



For the normal signup we do get an SMS, but for <https://cloud.email.icaregifts.com/signup> we don't get any SMS confirmation.



Here, as we can see the decision split makes the customers having a CID get an SMS opt in, but somehow it doesn't register CID if we sign up directly from <https://cloud.email.icaregifts.com/signup>, so we don't get the SMS opt in.

- **Contact Management**

Cause:

1. For the complete process of proper contact management, we can create a contact management plan which includes an automated process to review and remove or clear out the specific contacts regularly.
2. Filter criteria are then established to identify contacts that can be removed from the database on a regular basis.
 - a. Purchase History: Filter customers based on their purchase history or transactional data, such as the last purchase date, total spend, or specific product purchases.
 - b. Non-Responders: Identify customers who have not responded to specific campaigns or offers within a given period.
 - c. Invalid or Incomplete Data: Identify contacts with incomplete or inaccurate data fields, such as missing names, addresses, or other essential information..
 - d. Unsubscribed/Opted-Out Contacts: Filter out contacts who have explicitly opted out or unsubscribed from your communications.
 - e. Email Activity: Identify customers who have not engaged with your emails within a specific timeframe. This can include criteria such as no opens, no clicks, or no email interactions.
3. We can implement an automation process which is scheduled to run at regular intervals which is most probably monthly or maybe every 6 months. This automation executes the defined filter criteria and clears out all the noise from the database.

- **Review the files from Salesforce Commerce Cloud with the iCare team to gain understanding of what information they provide and the benefits**

