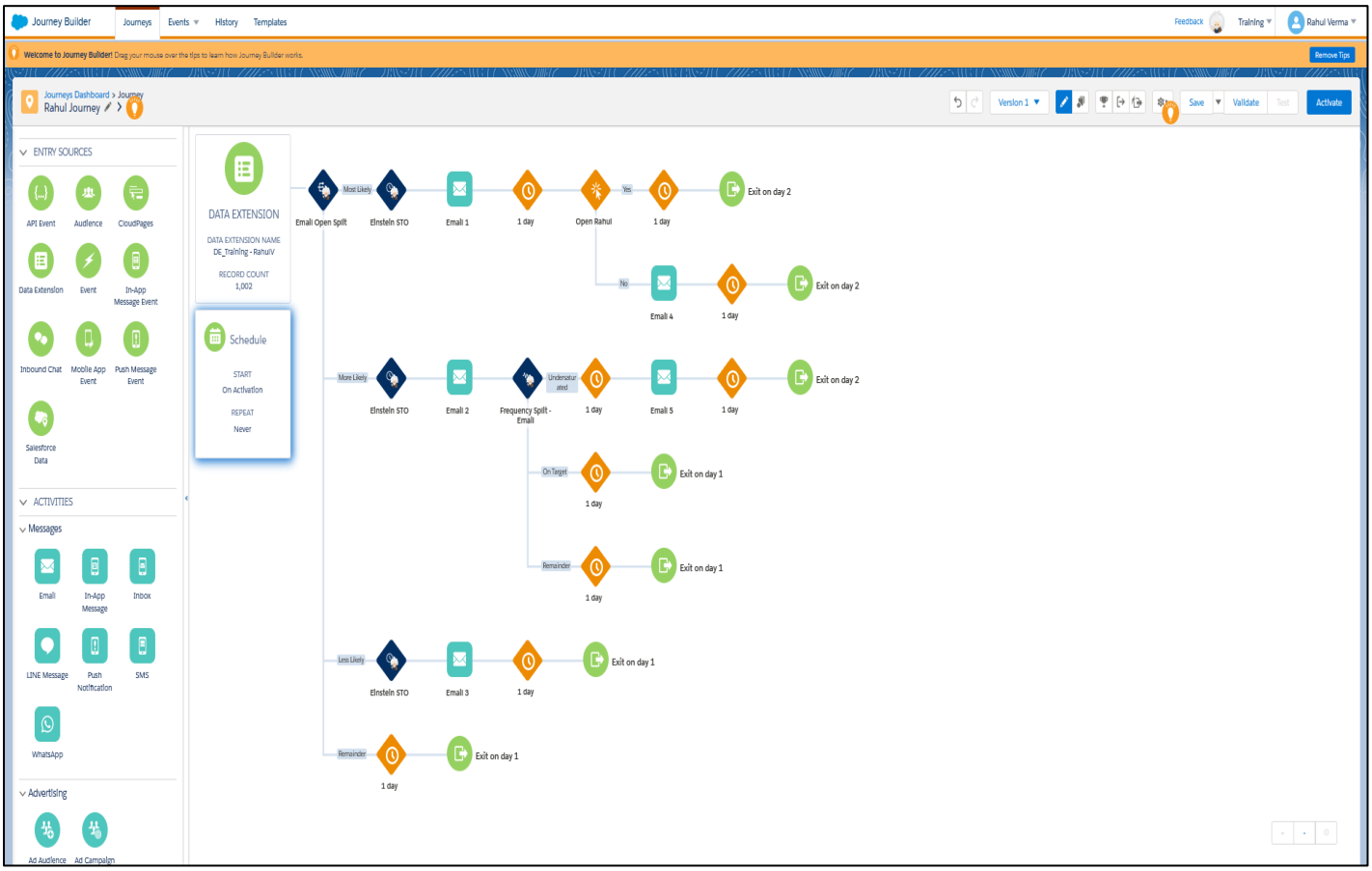
Documentation Journey Builder Einstein:

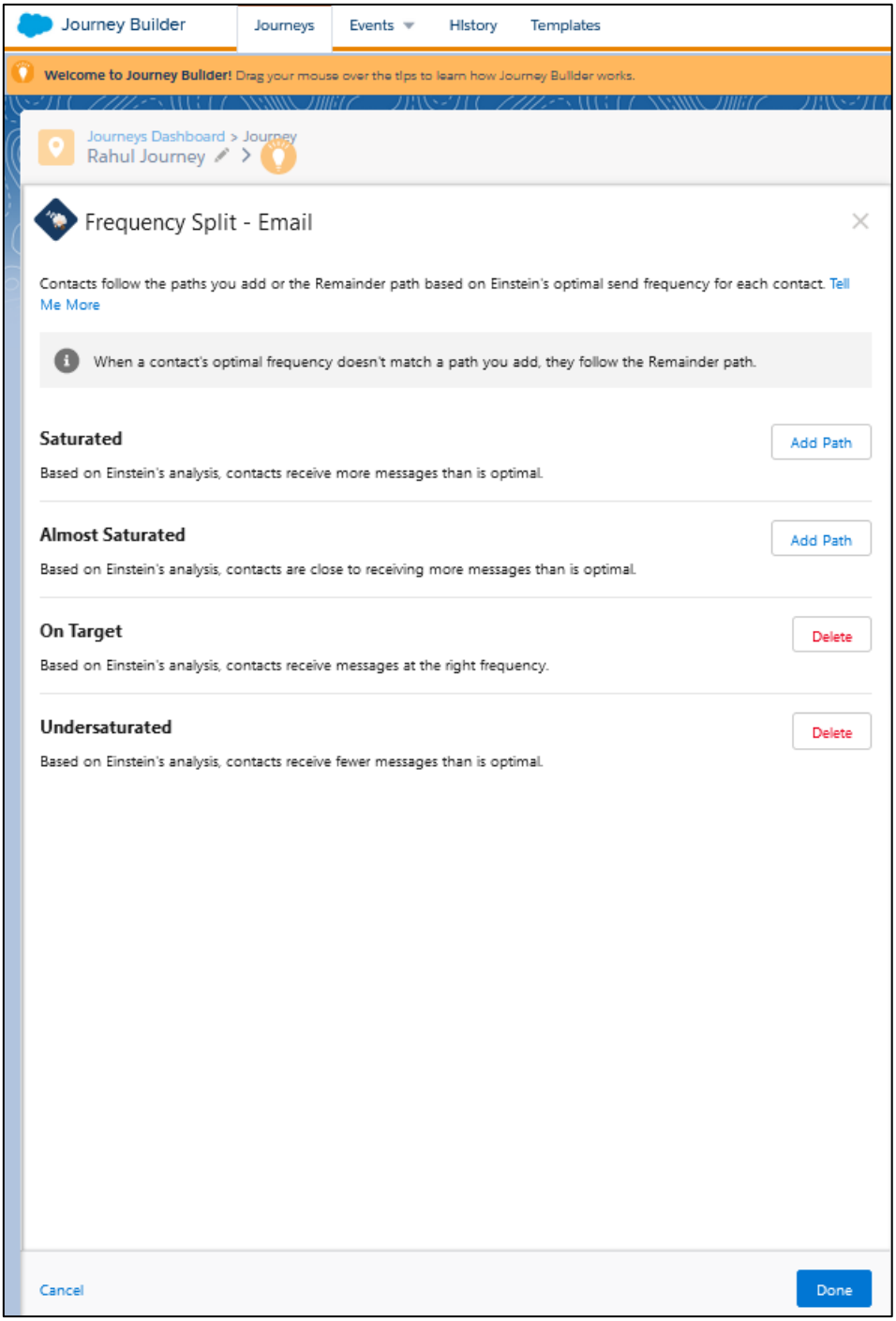
JOURNEY:



Einstein Send Time Optimization:

In Einstein STO, what actually happens is that whenever we send the subscribers or the contacts an email it is usually received at an hour when the contact is inactive, so what this does is it analyses and takes into consideration all the previous active hours of the subscriber or the contact. This further helps with the engagement with the customer.

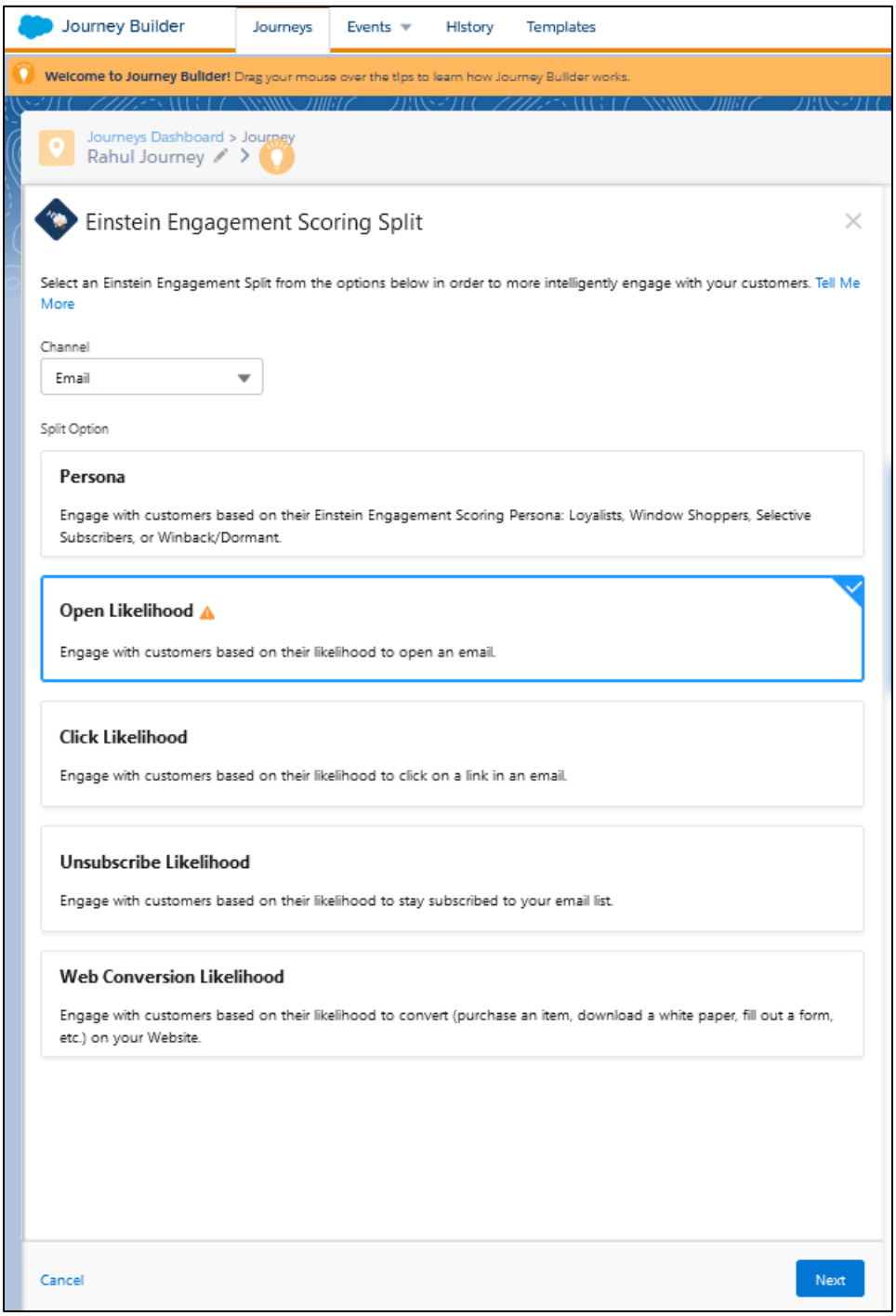
If we are unsure of the ideal moment to communicate our contacts, the Einstein Send Time Optimization activity should be used. We can utilize Einstein STO to combine 90 days of email notification engagement data with machine learning to determine the optimum time to send a message to each contact. This allows us to communicate with our contacts on a more personal level based on when they will check their messaging.



Frequency Split:

In Frequency Split, we split the subscribers based on the engagement we have had with them in the past. This is so that we can control how much mail we are sending them. In this case, I added 2 paths (Undersaturated and On Target) which means “contacts receive fewer messages than is optimal” and “contacts receive messages at the right frequency” respectively.

When dividing customers based on their frequency of engagement, we employ a frequency split. We may regulate the time and messaging for each path produced inside the frequency split based on the degree of engagement. Based on the previous interaction information of our subscribers, Einstein calculates the ideal quantity of emails we should send to our contacts.



Scoring Split:

In this case, I used the “Open Likelihood” which uses engagement with customers based on their likelihood to open an email. After that, Einstein will divide our contacts into 4 paths (Most, More and Less Likely). This will help us to engage with the customers based on their likelihood of opening an email.