



Commerce Cloud Platform Adoption Playbook:

Campaigns

Use campaigns to create different shopping experiences
for different customer segments.



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Campaigns Basics

The relationship between Campaign, Qualifiers, and Experiences

Campaign functionality can be used for delivering different site experiences to different customer segments by using triggers like source codes or coupons.

Campaigns act as overarching containers, linking experiences and qualifiers for a specified time period.

- Experiences are what your customers see on your site. These are promotions, content slots, and sorting rules.
- Qualifiers are what we use to trigger these specific experiences and they include customer groups, source codes, and coupons.

For example, you can create a promotion available only to your VIP customer group that is active for the month of February.

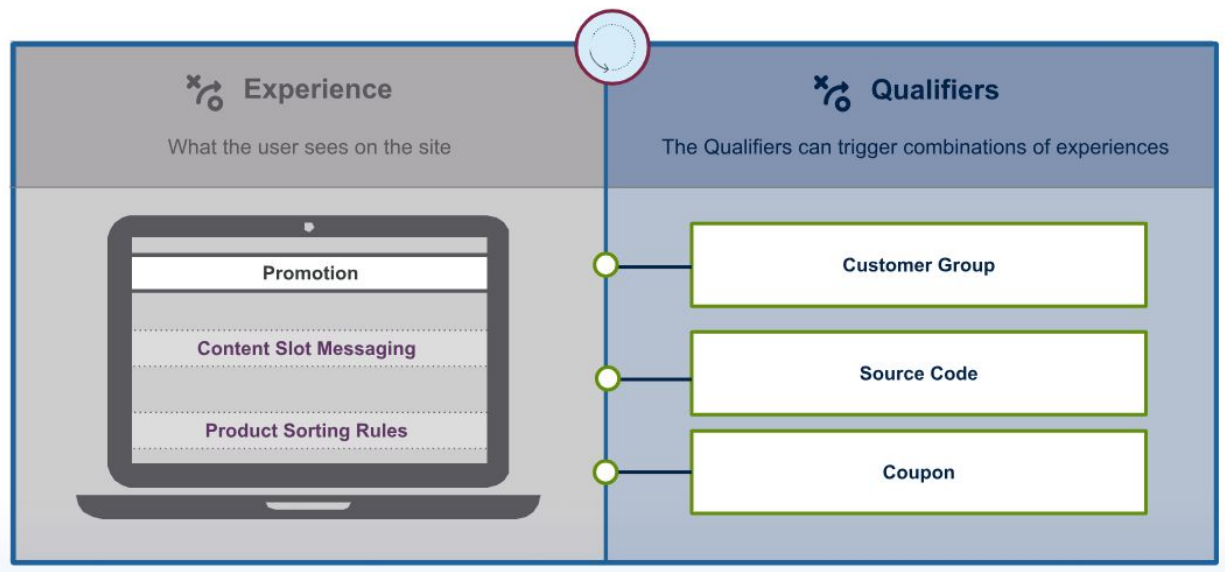


Figure 1. Campaign, experiences, and qualifiers.

Examples of Campaigns



Creating a Campaign

Create a new campaign in **Merchant Tools > Online Marketing > Campaigns**

- **Enter the campaign ID and make sure it is enabled.** You can disable it using the drop-down menu if you need to.
- **Define start and end dates for the campaign.** If the 'No Start Date' – 'No End Date' fields are ticked, the campaign will run continuously. You can use this feature to schedule time-limited campaigns to create a sense of urgency.
- **Define qualifiers.** You must have at least one qualifier for the campaign to run, or you can have several.

Note: if you have several qualifiers, use ALL or ANY operators in the Experience section for the promotion. ALL means that all qualifiers are required to trigger the discount, while ANY means that only one of them would be sufficient.

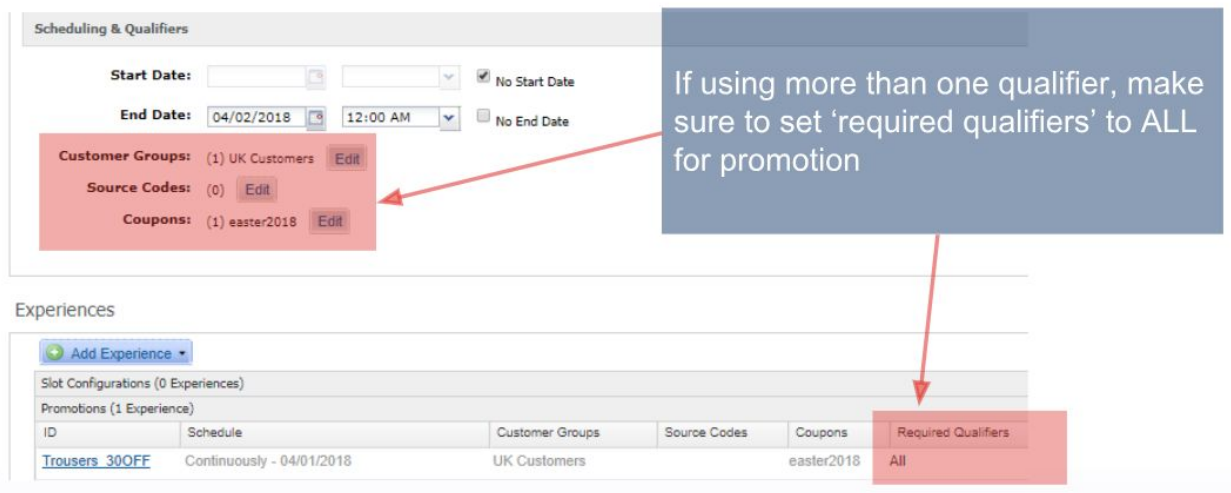


Figure 2. ALL or ANY operators in the Experience section.

Define the experiences you want to deliver to your customers. The following options are available:

- **Slot Configurations** – ties a campaign or promotion to special messaging or images (i.e. on home or landing pages).
- **Promotions** – product, order or shipping discounts.
- **Sorting Rules** - provide a different sequencing of products on category or search result pages.

Note: you have to set up all of these experiences in their respective Business Manager sections before you add them to Campaigns.

Italian Customers

Copy Delete

General

ID: Italian Customers

Enabled: Yes

Description:

Scheduling & Qualifiers

Start Date: 05/01/2018 12:00 AM No Start Date

End Date: 06/30/2018 11:45 PM No End Date

Customer Groups: (1) Italian Customers [Edit](#)

Source Codes: (0) [Edit](#)

Coupons: (0) [Edit](#)

Experiences

[Add Experience](#)

Slot Configurations (1 Experience)			
ID	Slot	Context	Schedule
homepage-flash	home-main		05/01/2018 12:00 AM - 06/30/2018 11:45 PM
Promotions (1 Experience)			
ID	Schedule	Customer Groups	Source Codes
Italy100FF_Dresses	05/01/2018 12:00 AM - 06/30/2018 11:45 PM	Italian Customers	
Sorting Rules (1 Experience)			
ID	Description	Categories	
Italy-summer-dresses	Sorts summer dresses to the top	womens-clothing-dresses	

The Campaign & Promotion must be **enabled**

Define Start and End Date (or run continuously)

You must have **at least one Qualifier**

Campaign Experiences:

- Slot Configurations
- Promotions
- Sorting Rules

Figure 3. Campaign set up for Italy customers.

Testing Campaigns in Staging

You can use the Storefront Toolkit to test your campaigns. Simply select the appropriate dates and qualifiers.

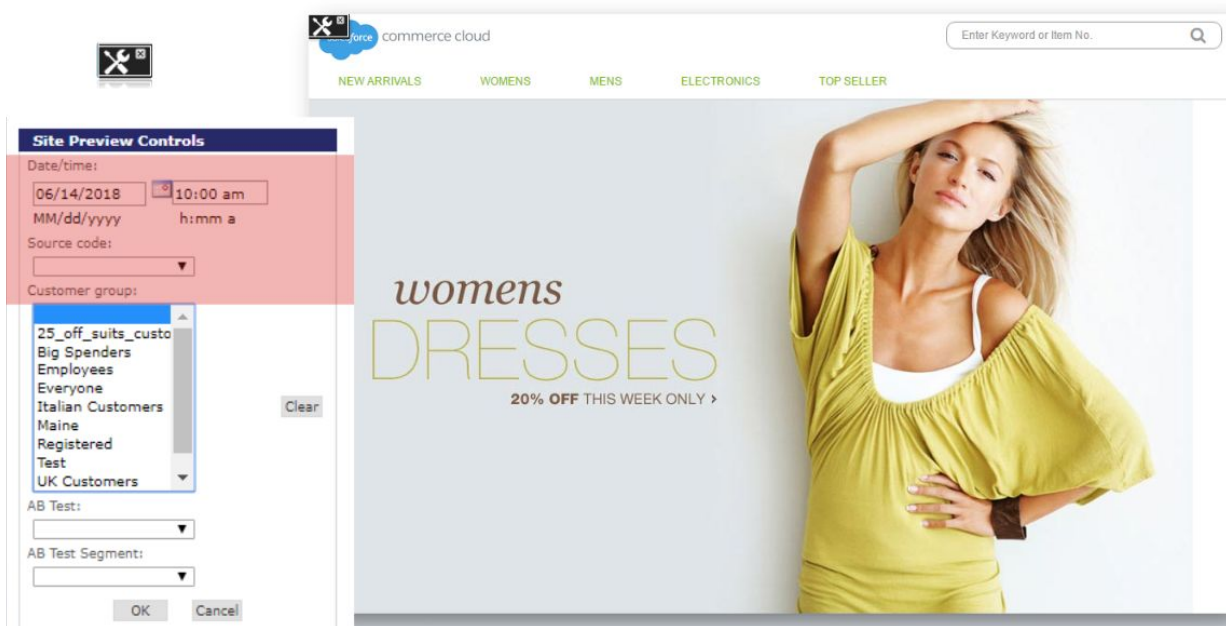


Figure 4. Testing campaigns using the Storefront Toolkit.

Tips for Managing Campaigns

Tie Multiple Promotions to One Campaign

Tying multiple promotions to one campaign will give you a single view of all promotions and content slots running at any given time. This works well for evergreen or monthly promotions.

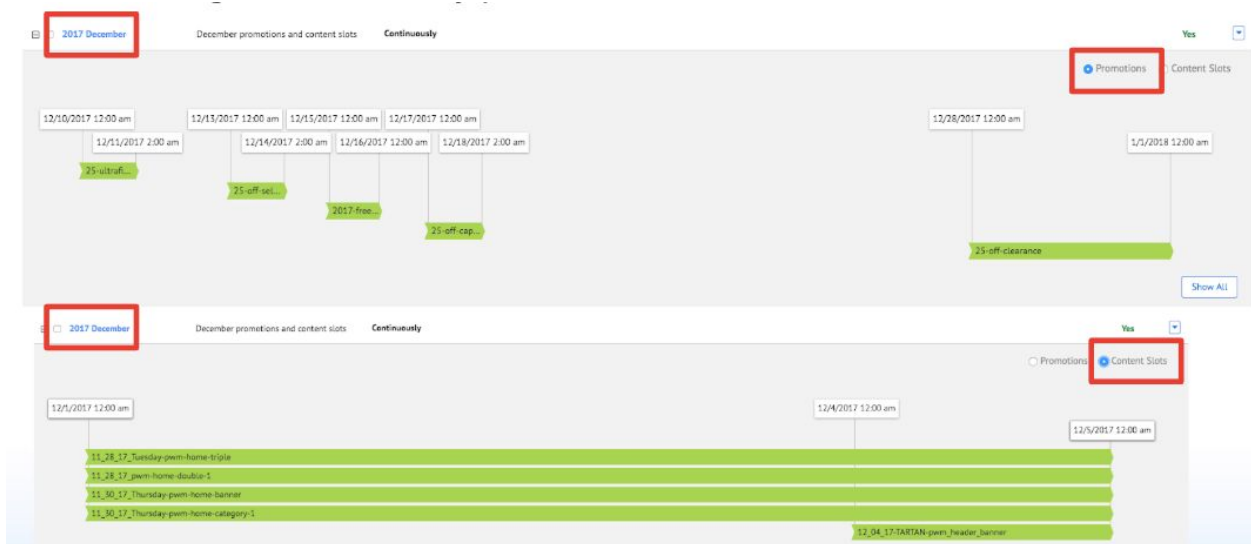


Figure 5. Tying multiple promotions to one campaign for a single view.

Copy Campaigns

Save time by copying an existing campaign. This is helpful when only minor changes are needed for a new campaign.

Merchant Tools > Online Marketing > Campaigns > 5_off_ties_campaign

5_off_ties_campaign

[Copy](#) [Delete](#)

General

ID: 5_off_ties_campaign

Enabled: No

Description: \$5 off men's ties

Scheduling & Qualifiers

Start Date: No Start Date

End Date: No End Date

Customer Groups: (0) [Edit](#)

Source Codes: (0) [Edit](#)

Coupons: (1) Sties [Edit](#)

Experiences

[Add Experience](#)

Slot Configurations (0 Experiences)

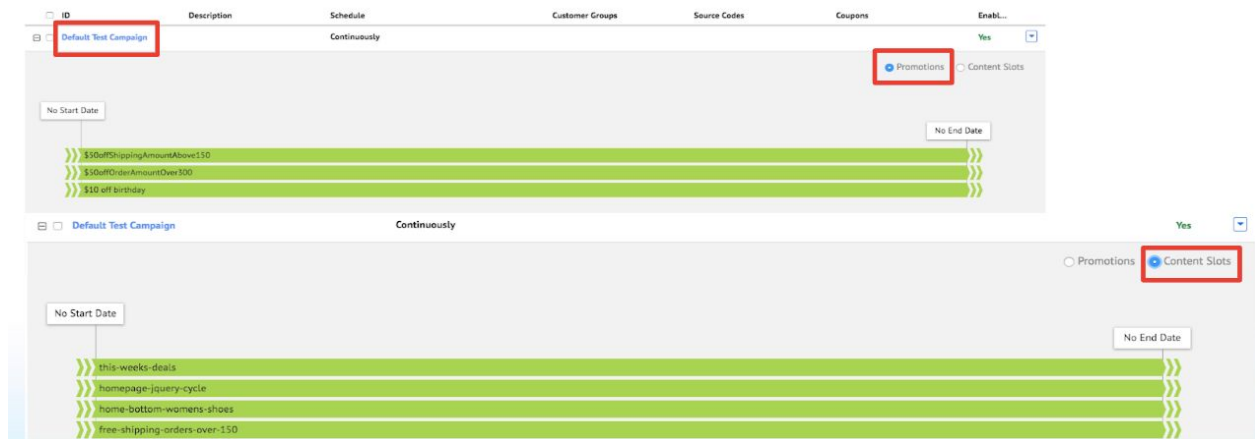
Promotions (1 Experience)

ID	Schedule	Customer Groups	Source Codes
5_off_ties_promotion	Continuously		

Figure 6. Copying a campaign.

Utilize a Default Campaign

Create a default campaign where all default configurations are maintained. This is best used for content slots and promotions. A default campaign can help save time and ensure that the default slots and promotions are always running.



ID	Description	Schedule	Customer Groups	Source Codes	Coupons	Enabl...
<input type="checkbox"/> Default Test Campaign		Continuously				Yes <input type="checkbox"/>
No Start Date						
No End Date						
Promotions <input checked="" type="radio"/> Content Slots <input type="radio"/>						
»»» \$10 off Shipping Amount Above 150						
»»» \$10 off Order Amount Over 200						
»»» \$10 off birthday						
<input type="checkbox"/> Default Test Campaign		Continuously				Yes <input type="checkbox"/>
No Start Date						
No End Date						
Promotions <input type="radio"/> Content Slots <input checked="" type="radio"/>						
»»» this-weeks-deals						
»»» homepage-jquery-cycle						
»»» home-bottom-womens-shoes						
»»» free-shipping-orders-over-150						

Figure 7. Default campaign.



Additional Resources

On-Demand Videos

Listen to and watch [Platform Adoption Webinars](#).

Ask the Community

Get answers to your questions from Commerce Cloud experts, partners, and other customers via the [Ask the Community](#) forum on XChange. Commerce Cloud XChange login required.

1-on-1 Help

Request a [Commerce Cloud Accelerator](#).

Upcoming Events & Webinars

Review the [calendar](#) of upcoming Commerce Cloud learning opportunities.