Retail: Coupon Redemption

B2C Cross-Cloud Solutions

CONTENT

WHAT'S A SOLUTION KIT?

Salesforce solution kits are your go-to when you want to connect your clouds. By connecting your clouds you can deliver impactful, personalized shopping experiences that increase customer conversions, engagement, and loyalty.

Every solution kit gives you:

- A use case overview and the required products.
- A high-level workflow.
- Information about how cloud connectors fit in.
- Required configurations.
- Solution design considerations.

Every kit includes a unique use case that addresses a common cloud connection conundrum. The use case overview gives you a real-world example of the problematic situation that each solution kit solves.

For developers, we include the information needed to deploy the functionality so that you can deliver a perfectly personalized experience to your ecommerce shoppers. Share these kits with anyone experiencing a cross-cloud dilemma.

BENEFITS OF THIS SOLUTION KIT

This kit helps you track coupon redemptions. It's useful for engaging with shoppers who respond to your Marketing Cloud email coupon incentives. Using your Commerce Cloud data and Marketing Cloud tools, you can offer targeted customer journeys and increase positive purchase decisions.

By combining Commerce Cloud and Marketing Cloud, you can take the guesswork out of redemptions and increase gross merchandise volume (GMV). You can also better connect with shoppers to give them the interactive experience they expect.

This kit includes configurations for sending personalized behavioral messages. Use these messages to either give shoppers the incentive to return and buy, or gather important information about their overall shopping experiences. This data can give you insights to develop communications tailored to your customers' needs.

The Coupon Redemption solution kit helps you:

- Increase completed purchases.
- Give shoppers a personalized experience.
- Incorporate coupon incentives in shopper journeys.
- Track coupon usage in Marketing Cloud and gain insights into what your shoppers want.

USE CASE OVERVIEW

Our merchant, Northern Trail Outfitters (NTO), is an outerwear, apparel, and gear retailer for outdoor recreation and fitness.

NTO uses coupon campaigns to incentivize shoppers. The merchant wants to increase the number of responses they get from coupons sent through email. By tracking coupon redemptions, NTO can use the resulting data to customize customer journeys or change its approach with shoppers who don't respond.

REQUIRED PRODUCTS

- Journey Builder and Email Studio in Marketing Cloud Enterprise 2.0
- Commerce Cloud (SFRA or SiteGenesis)

WORKFLOW
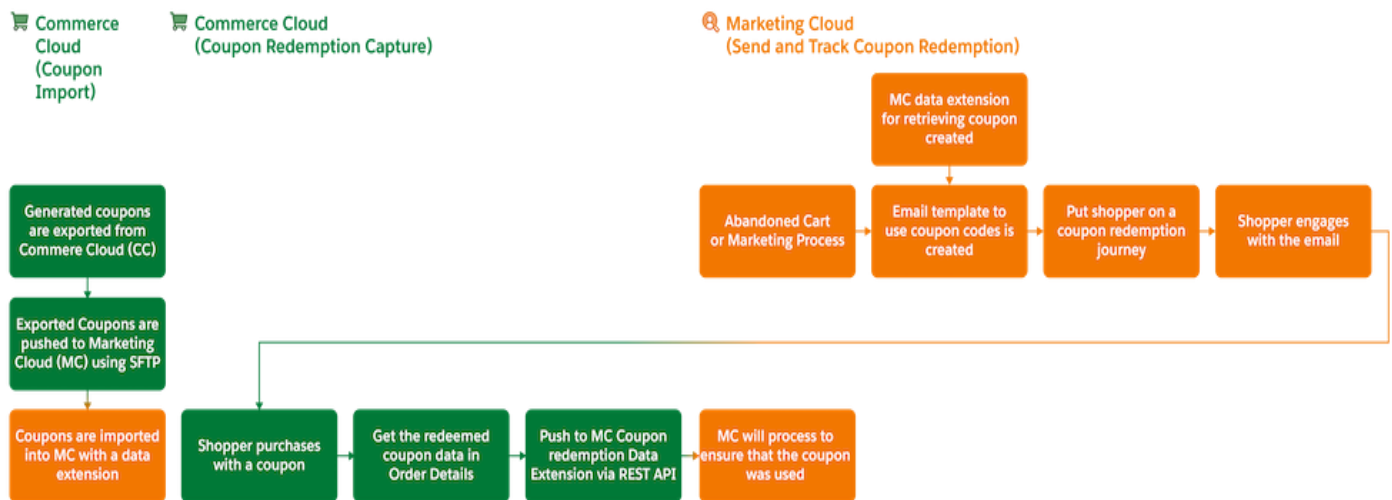
CONNECTOR

The Marketing Cloud Connector for B2C Commerce facilitates the platform customizations necessary to integrate Commerce Cloud and Marketing Cloud.

Before implementing the connector, consider conducting an environmental audit with a Marketing Cloud representative to confirm that you meet the prerequisites. Also, keep in mind that behavioral emails require a paid services engagement for every email and business unit combination.

Before implementing the configurations, sign in to GitHub and set up the Marketing Cloud Connector using the GitHub repository wiki instructions. Are you a Commerce Cloud customer or partner and don't have access to the GitHub repository? If you have access to Xchange, you can get access to Github via this XChange article.

Note: For access to Salesforce B2C Commerce XChange content, talk to your Success Manager.

General Information About Connectors

- Connectors are developer-enablement frameworks that accelerate cross-cloud integration by providing code, configuration, and implementation patterns.

- Connectors support a core set of use cases that you can extend to support other customer-driven use cases.

- Connectors require customization and configuration in Marketing Cloud and B2C Commerce Cloud. The Commerce Cloud storefront requires customization as part of the connector integration.

- Implementation and validation require operational and administrative experience with Marketing Cloud.

- Plan your connector implementation as you would any other B2C Commerce Cloud feature by collecting requirements, capturing work tasks, and making task estimates.

What Your Company Can Do with This Connector

- Accelerate integration time to market for Commerce Cloud and Marketing Cloud

- Simplify and centralize email authoring and content management

- Improve marketing agility, efficiency, and campaign performance

- Personalize engagement based on past purchases and shopper interactions

- Capture revenue from cart, search, and browse abandonments by implementing storefront behavior monitoring and behavioral email

- Connect Commerce Cloud and Marketing Cloud using REST APIs

- Enable one-way sharing of customer, catalog, and order data from B2C Commerce Cloud to Marketing Cloud

- Trigger transactional email from Marketing Cloud through Commerce Cloud

The Coupon Redemption use-case described in this solution kit is not included with the Marketing Cloud Connector. This solution kit provides guidance on how to extend the Marketing Cloud Connector to support this use-case.

Understand the Flow of Data
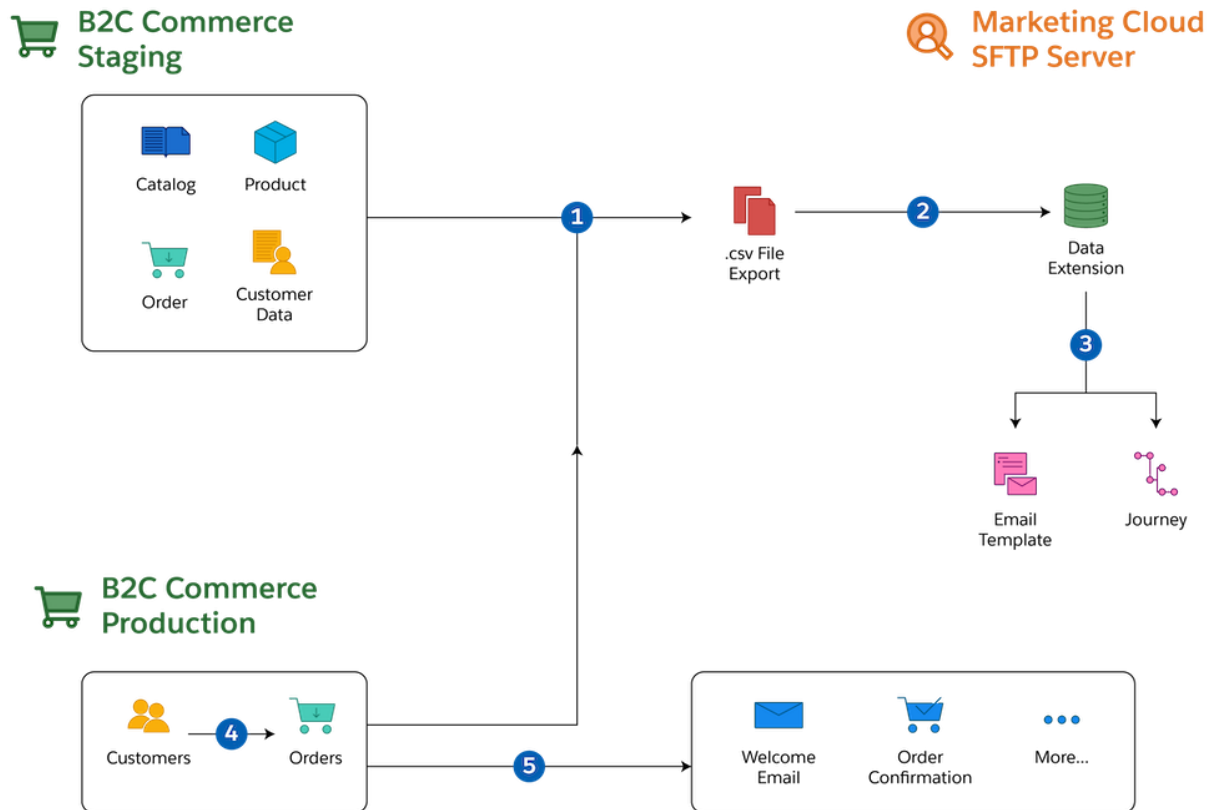
1. Collect the catalog, product, order, and customer data feeds from the B2C Commerce staging and production environments.

2. Move the data to the Marketing Cloud SFTP server so that Marketing Cloud consumes it on a schedule.

3. Use Commerce Cloud data in Marketing Cloud via data extensions during the authoring of email templates, creation of journeys, and development of personalized product recommendations.

4. Extend the Commerce Cloud storefront by replacing its email functions with the Marketing Cloud Connector's trigger-send features.

5. Implement Marketing Cloud Connector customizations to trigger transactional email for common scenarios. These scenarios include Welcome Email, Order Confirmation, and Order Status Update Email.

Functionality Considerations

- We recommend that you regularly export coupons from Commerce Cloud via a scheduled process.

- Extend the Marketing Cloud Connector's data-feed framework to support coupon exports.

- It's best to import any exported coupons into a Marketing Cloud data extension.

- For coupon volumes greater than 1 million, use Commerce Cloud [system-generated coupons](#).

- Commerce Cloud uses Marketing Cloud REST APIs to push redeemed coupon codes into a Marketing Cloud data extension after order completion.

- Use the redeemed codes within Marketing Cloud to track usage and prevent Marketing Cloud from sending reminders to customers for already redeemed coupons.

- Marketing Cloud can search for coupon redemptions that Commerce Cloud tracks using Commerce Cloud Open Commerce Data API.

CONFIGURATIONS

These configurations help you set up the individual clouds to customize and implement Coupon Redemption.

Configuration Steps

1. Set up a data extension in Marketing Cloud to house coupon redemptions. Set up the data extension schema to include these fields: Coupon Code, Date, OrderId, and Email.

   - The redemption represents the email address of the user who redeemed the coupon.
   - This schema adheres to how Commerce Cloud Business Manager exports coupon redemptions.
   - This behavior follows the [coupon redemption schema](#) that Business Manager exports.

2. Export the relevant historical collection of coupon redemptions from Commerce Cloud Business Manager.

   To use historical coupon redemption data, export the relevant and actionable coupon redemptions from Business Manager in .csv format.

3. Manually import the Commerce Cloud coupon redemption data into the newly created Marketing Cloud coupon redemption data extension.

   - This activity seeds the redemptions that are now available to Marketing Cloud.
   - Use this data extension to look up redemptions by coupon and customer.
   - Remember to prune legacy redemption data from this data extension to maintain a consistent and predictable level of performance.
   - Remove legacy data that is no longer actionable from the data extension.

4. To incrementally update the Marketing Cloud coupon redemptions data extension, create a service in Commerce Cloud.

   - Configure the service to point to your Marketing Cloud instance.
   - The service adds newly captured coupon redemptions to the coupon redemption data extension.
   - The service leverages Marketing Cloud's Data Events API.

5. Extend the Commerce Cloud storefront to inspect completed orders for coupon redemptions.

   - Extend the checkout process to identify redeemed coupons attached to placed orders.
   - Perform this check after the order transaction has completed so that the transaction and core checkout logic is not disturbed.

6. Send the coupon redemptions to Marketing Cloud via its Data Events REST API as the redemptions are identified in completed orders.

   - This call delivers the coupon redemption information to the Marketing Cloud coupon redemption data extension.
   - Ensure that the call payload adheres to the coupon redemption data extension schema.
   - Initiate the call after Commerce Cloud processes and completes the order transaction.

7. Use the coupon redemption data extension within journeys to verify whether a coupon was redeemed.

   - Look up redemptions within the data extension by coupon code and email address.
   - For any redeemed coupons, you can alter the journey logic (*Example:* Do not send a coupon reminder, or send a different coupon).

SOLUTION DESIGN CONSIDERATIONS

For the best outcomes, keep these considerations in mind.

Coupon Generation Within a Commerce Cloud Storefront

- To generate coupons based on the type and use case, use standard capabilities. Examples of coupon use cases include single-use, multiple-use, and qualification dependencies.

- Coupons with more than 10,000 codes perform better with system-generated codes.

- Replication time slows when the total number of coupons across all sites exceeds 1 million. System-generated coupon codes don't increase replication time with increased coupon codes.

- Export coupons and their respective codes using the *exportCoupons* and *exportCouponCodes* pipelets.

Data Extension Within Marketing Cloud

- Export the source *coupon pool* data via Commerce Cloud Business Manager. Import this data into a Marketing Cloud data extension manually as a separate activity.

- Manually export the historical collection of coupon redemptions from Commerce Cloud Business Manager. Import these redemptions into the Marketing Cloud coupon redemption data extension manually as a separate activity.

- Configure the Marketing Cloud coupon redemption data extension to support asynchronous updates via the Marketing Cloud's Data Events REST API.

- The coupon redemption data captured from Commerce Cloud includes shoppers who redeemed coupons via the storefront. Configure a separate activity to identify which coupons shoppers haven't redeemed coupons, and drive the appropriate marketing journeys, such as coupon reminders.

Storefront Extension to Push Redemptions to Marketing Cloud

- Create and configure a Commerce Cloud service to push captured coupon redemptions to Marketing Cloud.

- Capture coupon redemptions by inspecting completed orders at the end of the checkout process.

- Push coupon redemptions to Marketing Cloud via the Commerce Cloud service after order processing transactions have completed.

- Audit and log service interactions to capture service call performance and failures.

Scalability

- If the storefront is prone to high bursts of traffic or increased coupon redemption scenarios (flash sales of many orders per second), discuss support for high traffic use-cases with your Marketing Cloud Success Manager.

- To ensure a scalable capture of coupon redemptions by Marketing Cloud, use the Asynchronous Insert Data Event REST API, which supports request queuing.

RESOURCES

Asynchronous Call Considerations in Marketing Cloud
B2C - Campaigns and Qualifiers Playbook
B2C - Coupon Codes Playbook
Coupons.xsd import and export schema
Managing System-Generated Codes