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# Facilitate Curbside Pickup

Salesforce, Spring '21



'21



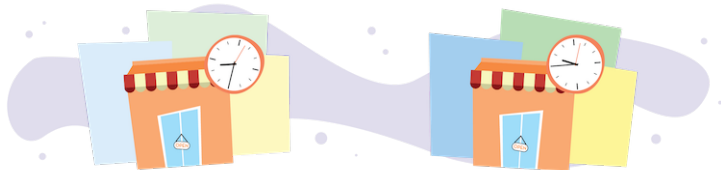
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# COMMUNICATE STORE CHANGES

Build trust with your customers by keeping them updated on your store policies, hours, and any changes to locations.



## Get Started

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Explore system architecture related to this solution.

- [B2C Industry Blueprint](#)
- [B2C Reference Architecture](#)
- [B2C Solution Architectures](#)



Take Trailhead modules related to this solution.

- [Salesforce Solution Kits: Quick Look](#)
- [Customer 360 Guide for Retail: Quick Look](#)
- [Customer 360 Guides: Quick Look](#)

Engage with customers when you update store information to encourage safe shopping and avoid negative sentiment. Use Commerce Cloud data and Marketing Cloud tools to offer shoppers information about frequently changing store hours and the safest way to shop.

### **This solution kit helps you:**

- Post an ad on social media with relevant store information.
- Advertise hours and options for shopping.
- Update open hours, safety protocols, and other store messages.
- Post to an ad network.

## Required Products

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### Marketing Cloud

- Marketing Cloud Professional/Corporate/Enterprise Edition
- Advertising Studio (with Audiences and Campaigns)
- Journey Builder (Optional)
- Marketing Cloud Connector (Optional)
- Commerce Cloud (Optional)

## Implement This Solution

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### [Communicate Store Changes Workflow](#)

Learn how data flows through the configurations to communicate store changes.

### [Design Considerations](#)

Keep these design considerations in mind when you communicate store changes.

### [Configurations](#)

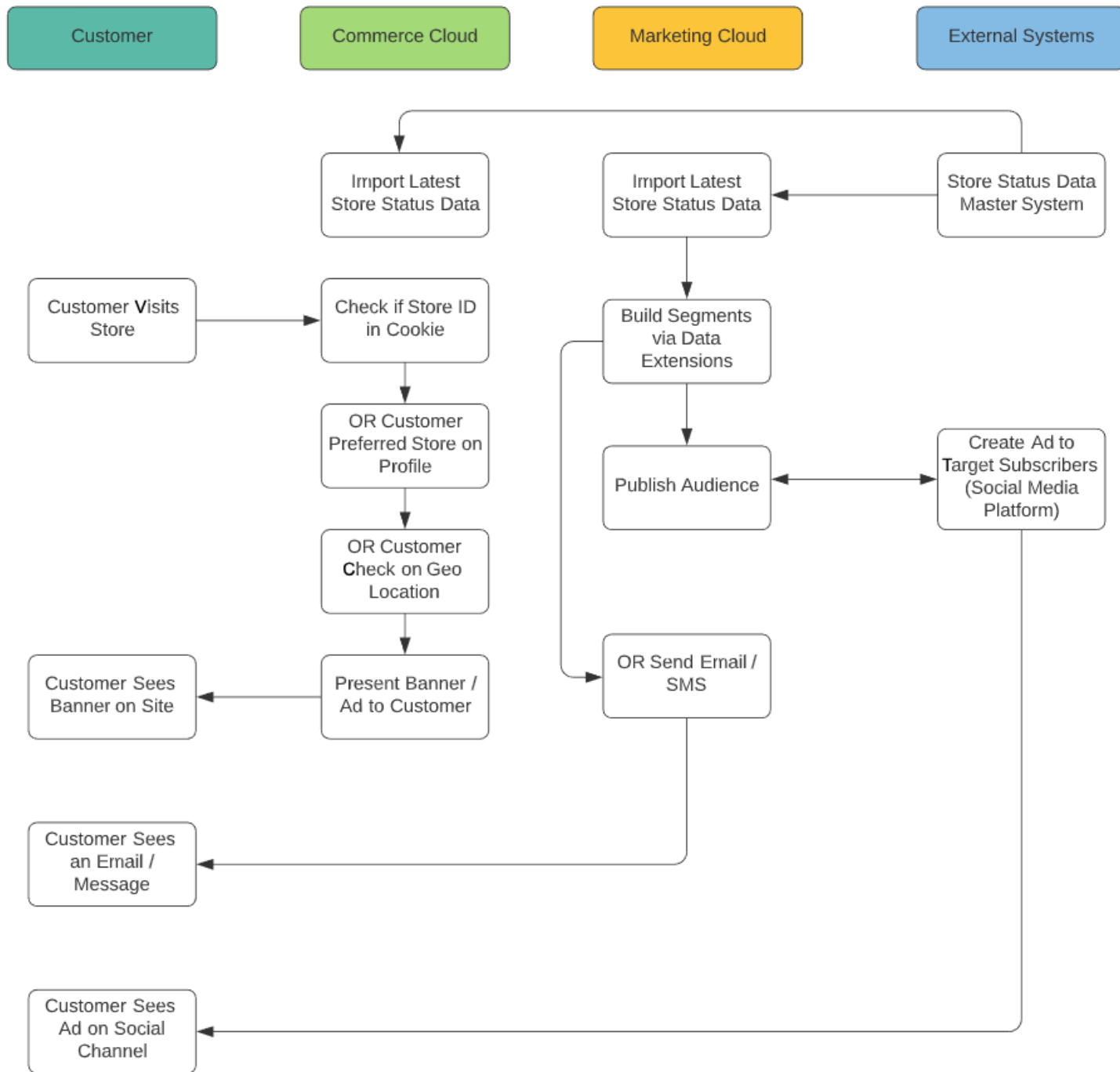
Use these Advertising Studio and Journey Builder configurations to communicate store changes.

## Communicate Store Changes Workflow

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Learn how data flows through the configurations to communicate store changes.

## Workflow



## Related Content



Review this solution's use case and purpose.

- [Communicate Store Changes](#) on page 1



Take the next steps in this implementation.

- [Design Considerations](#) on page 4
- [Configurations](#) on page 6

## Design Considerations

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Keep these design considerations in mind when you communicate store changes.

### Best Practices

Save consistent local store policies and pickup locations (street, mall, and so on) across all communications sites, bots, and emails.

To set up scheduling for appointment shopping, refer to the Scheduling Appointments Solution Kit.

### Key Considerations - Marketing Cloud

Use Advertising Studio to create your audience or Journey Builder to create both the audience and the advertising campaign.

Journey Builder:

- Supports only Facebook.
- Allows you to target subscribers on a repeated schedule.
- Doesn't support advanced matching. If you require advanced matching, use Advertising Studio.

Use a query activity in Automation Studio to automate the flow of data into the audience or Journey Builder.

Set up refresh schedules for the audience so that the same audience doesn't receive the same ad for an extended period.

Customers that exit journeys remain in the associated Advertising Audience. The contacts matched in this audience see advertisements until the campaign ends or its retention period expires. Manage the length of a contact's advertising exposure in the Journey Builder configuration view. In the campaign activity, set the **Retention Period** to **Days contacts will be retained**. Enter 1 day or more.

You can also use Advertising Studio to display relevant messaging in the following cases:

- An existing customer searches for a brand keyword on Google. You can show them a relevant ad in the search results with a tailored message.
- An existing customer searches for whitespace keywords on Google. You can show them a relevant ad in the search results with a tailored message.

For more information, [see best practices when using customer information for a custom audience](#).

Whenever possible, use a unique identifier and soft identifiers. Soft identifiers increase audience match rates.

Email, Mobile Push, or SMS

An alternative to Advertising Studio is using Email, Mobile Push, or SMS to directly communicate store messaging with your subscribers.

- Determine the targeting criteria. For example:
  - Subscriber ZIP code
  - Subscriber's favorite store
  - Last store purchased in



- To store the data you decided on in the previous step, create a sendable data extension. Include the relevant key to the channel you plan to use. For example, use SubscriberKey for the email channel.
- Send an email, mobile push message, or SMS using the data extension created in the previous step. If using email as the channel, ensure that the email classification is Marketing/Commercial.

## Performance and Scalability Considerations

Refer to [Journey Builder Best Practices](#) for Journey design and implementation.

## Limitations and Guardrails

The network receives the audience from Marketing Cloud and makes it available in their UI in the following periods. Each network has its own audience processing time:

- Facebook: 1–2 hours
- Google: 7 hours
- Twitter: 24 hours

Journey Builder injects subscribers into the campaign on an hourly schedule.

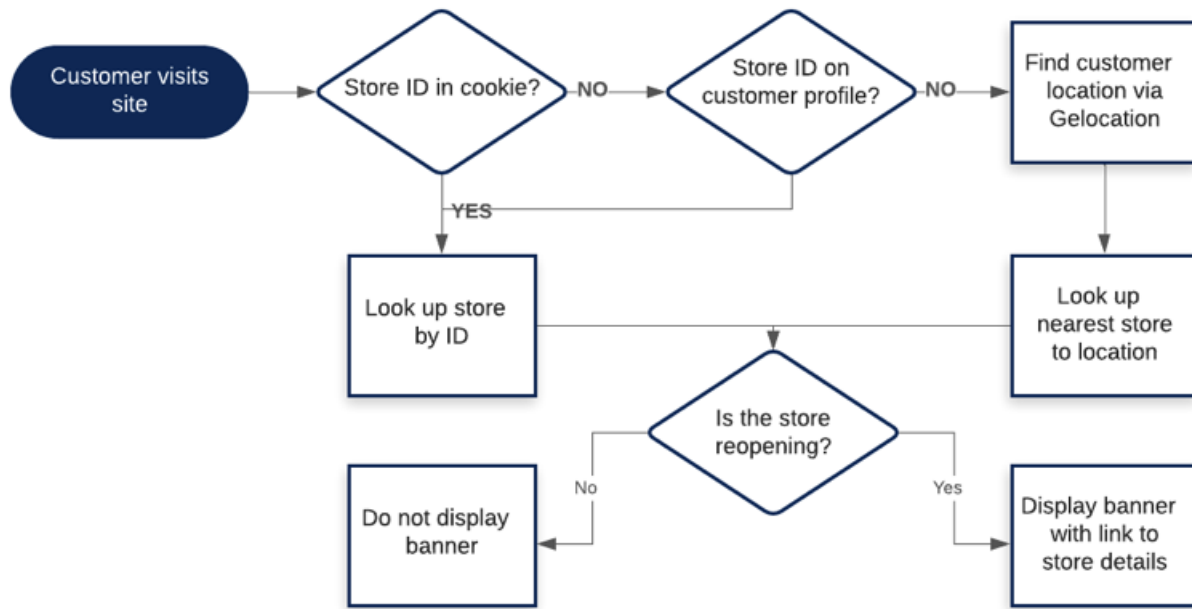
## B2C Commerce Considerations

### Buy Online, Pick Up in Store (BOPIS)

You can use B2C Commerce Cloud to allow customers to shop online and pick up the products at a local store. You can also alert shoppers to store reopenings with a banner on your site.

To implement this solution:

1. When a customer places an order, capture the store's ID in a [cookie](#). Include a custom attribute of the customer's [profile](#) if they are logged in. Storing the ID in a cookie lets you tell the customer that the store is reopening without logging in. Storing the customer profile provides the same information when the customer visits the site on another device that doesn't contain the cookie.
2. Implement logic to check for the ID. Any visitor who returns to the online storefront sees a banner showing them that their store is reopening. If the logic doesn't find the ID, you can use [geolocation](#). Save each store's open status in a custom attribute of the Store object.
3. In the banner, link to the store details page for that store so the customer can review store hours and any other store details.



## Related Content

←	<p>Review earlier steps in this solution.</p> <ul style="list-style-type: none"> <li>• <a href="#">Communicate Store Changes Workflow</a> on page 2</li> </ul>
→	<p>Take the next steps in this implementation.</p> <ul style="list-style-type: none"> <li>• <a href="#">Configurations</a> on page 6</li> </ul>

## See Also

- [Automation Studio](#)
- [Automation Studio Activities](#)
- [BOPIS Playbook \(B2C Commerce\)](#)
- [Create a Data Extension](#)
- [Journey Builder](#)
- [Journey Builder Advertising Campaign](#)

## Configurations

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Use these Advertising Studio and Journey Builder configurations to communicate store changes.

## Advertising Studio Configuration

Advertising Studio Audiences lets you use CRM/first-party data from Marketing Cloud to target digital advertising campaigns. You can target campaigns across Facebook, Google, Twitter, YouTube, Google Ads, Pinterest, LinkedIn, or Instagram.

To target campaigns, you can use partner networks such as Salesforce DMP, LiveRamp, LiveIntent, Viant, and Neustar.

This configuration is easier than the Journey Builder configuration and involves Advertising Studio, Marketing Cloud, and your social media platform.

### Initial Setup

Authorize the [customer's advertising accounts in Marketing Cloud](#) to send audiences to their desired network.

Set Up the Data Extension in Marketing Cloud


Determine how to target subscribers.

Consider using one of the following criteria:

- Subscriber ZIP code
- Subscriber's favorite store
- Last store purchased in


To store the data that you decided on in the previous step, create a data extension. Include the email address column with the email data type, even if it's blank. Other data considerations:

- To avoid long processing times, limit the number of columns in tables, and remove any unnecessary data. Include only the columns you are matching.
- Use the appropriate data type and field length. Avoid field lengths of more than 100 characters.
- When including a phone number, include the country code. For example, +1 for the US.

 **Note:** You can provide the data to determine the criteria. Use a custom file drop, an automation studio query activity that reads the data and filters the list of subscribers, or a manual filtered data extension.

Create an Advertising Audience in Advertising Studio


- Create an advertising audience. Provide a name and the social media platform you want to target. Select the onboarding partner (if applicable), destination, and ad account.
- Select the data extension that stores the data that you decided on in the previous step. Map the audience identifiers. Select the data origin: user-provided only, partner-provided only, or both.

 **Note:** Map at least one identifier for the audience to match.

- Select whether to manually refresh the data or if you want to schedule the refresh.


 **Note:** If reusing the audience, set it to refresh on a schedule.

- Activate the audience.

 **Note:** Allow 1–2 hours for the audience to process with Facebook. For Twitter, allow 24 hours. After this period, you can use the audience in your social media platform with targeted advertising. To refresh the audience, schedule the automation to refresh immediately after the underlying data.

Link the Audience to the Advertisement in the Social Media Platform

The audience populates in the destination network. The customer or agency is free to use it within their media campaigns for targeting.

 **Note:** The network receives the audience from Marketing Cloud and makes it available in their UI. Each network has its own audience processing time:

- Facebook: 1–2 hours
- Google: 7 hours
- Twitter: 24 hours

## Journey Builder Configuration

This configuration involves Advertising Studio, Journey Builder, and Facebook. Set up the audience, advertisement, and the campaign in Journey Builder.

 **Note:** This advertising campaign configuration supports only Facebook.

### Initial Setup

Set Up Advertising Authorization in Marketing Cloud

To send audiences to the desired network, authorize the customer's [advertising accounts](#) in Marketing Cloud.

Set Up the Data Extension in Marketing Cloud

Determine the targeting criteria.

For example:

- Subscriber ZIP code
- Favorite store
- Last store purchased in

Create a sendable data extension to store the data from the previous step. Include the email address column with the email data type, even if blank. Other data considerations:

- To avoid long processing times, limit the number of columns in tables, and remove any unnecessary data.
- Use the appropriate data type and field length. Avoid field lengths of more than 100 characters.
- All data extensions used for audiences require an email and email data field type, even if left blank.
- If including a phone number, include the country code. For example, +1 for the US.

Choose a way to provide the data to determine the criteria:

- Custom file drop
- An automation that reads the data and filters the list of subscribers in a query activity
- Manual filtered data extension

Create a Journey in Journey Builder

Create a journey with the data extension containing the store-specific subscriber data as the entry source.

Add an Advertising Campaign Activity in Journey Builder

- Add an Ad Campaign activity to the journey and configure it. Provide the name, social media connection, origin of data, and the retention (refresh) period for the audience.
- Set up the creative for the advertising campaign.
- Set up the campaign information.

Activate the Journey

Set up the schedule for the journey, and activate it.

 **Note:** If the journey populates regularly, create an automation that refreshes the data based on revised criteria.

## Related Content



Review earlier steps in this solution.

- [Communicate Store Changes Workflow](#) on page 2
- [Design Considerations](#) on page 4

## See Also

- [Advertising Studio](#)
- [Advertising Studio FAQ](#)
- [Advertising Studio Implementation Trailhead Module](#)
- [Create a Data Extension](#)
- [Journey Builder](#)
- [Journey Builder Advertising Campaign](#)