Redeem Coupons

Salesforce, Spring '21

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CONTENTS

REDEEM COUPONS

Offer targeted customer journeys and increase positive purchasing decisions. Increase completed purchases, personalize the experience, and track coupon usage.

Get Started

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

This 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.

Required Products

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

Implement This Solution

Coupon Redemption Solution Workflow
Learn how data flows through the configurations to redeem coupons.

Design Considerations
Keep these design considerations in mind when you redeem coupons.

Connector
Connectors are developer enablement frameworks that accelerate cross-cloud integration by providing code, configuration, and implementation patterns. Use the Marketing Cloud Connector for B2C Commerce to redeem coupons.
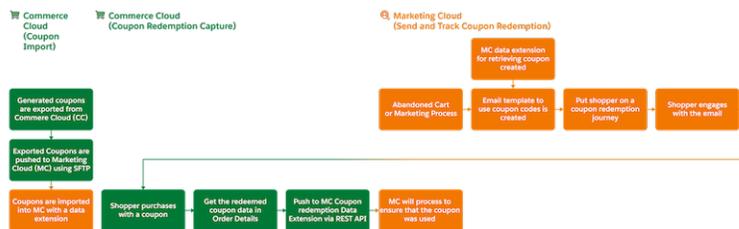
Configurations
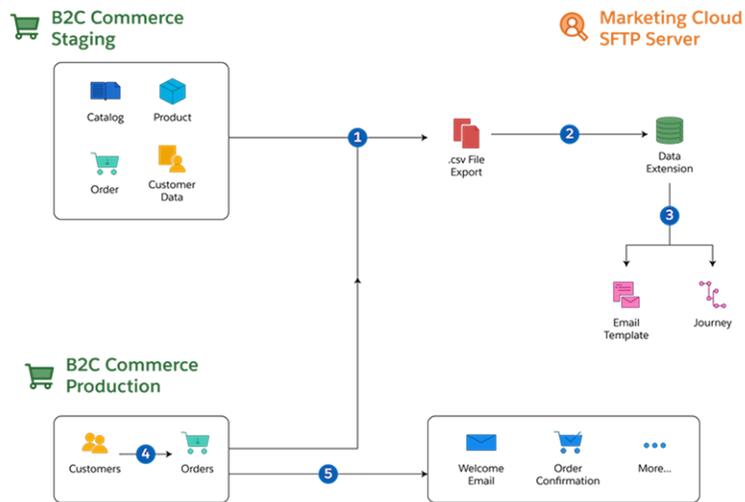Use these configurations to redeem coupons.

Coupon Redemption Solution Workflow

Learn how data flows through the configurations to redeem coupons.

Workflow

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.

Related Content

📖	Review this solution's use case and purpose. • Redeem Coupons on page 1
→	Take the next steps in this implementation.

Design Considerations

Keep these design considerations in mind when you redeem coupons.

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.

Related Content

Review earlier steps in this solution.

- Coupon Redemption Solution Workflow

→ Take the next steps in this implementation.

- Connector
- Configurations

See Also

- 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

Connector

Connectors are developer enablement frameworks that accelerate cross-cloud integration by providing code, configuration, and implementation patterns. Use the Marketing Cloud Connector for B2C Commerce to redeem coupons.

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 for the use case. Also, keep in mind that triggers for Personalization Builder require a paid services engagement performed by Marketing Cloud Professional Services for every abandonment scenario 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, or browse abandonments by implementing storefront behavior monitoring and behavioral email delivery.
- Connect Commerce Cloud and Marketing Cloud using existing REST APIs exposed by Commerce and Marketing Clouds.
- Enable one-way sharing of customer, catalog, and order data from B2C Commerce Cloud to Marketing Cloud using the Connector's data feed framework.
- Trigger transactional email sends from Commerce Cloud that Marketing Cloud delivers.

> 📝 **Note:** 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.

Related Content

← Review earlier steps in this solution.
- Coupon Redemption Solution Workflow
- Design Considerations

→ Take the next steps in this implementation.
- Configurations

Configurations

Use these configurations to redeem coupons.

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).

Related Content

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• Design Considerations

• Connector