

Personalized Messaging for Enhanced Customer Engagement and Sales on LINE with Salesforce

The cloud-based solution utilizes customizable templates, flex messages, and performance tracking for data-driven marketing success.



Overview


The solution implemented aims to enhance customer engagement and remarketing initiatives through LINE messaging app by leveraging the capabilities of Salesforce Marketing Cloud. Custom flex messages and rich menu tools are used to create personalized messaging campaigns, which drive customer engagement and sales. Performance tracking is implemented to analyze the effectiveness of campaigns and gain insights for future marketing strategies, resulting in increased customer loyalty, repeat purchases, and higher sales for the client.

Client Profile

One of the world's most valuable luxury brands, the Paris-based client operates in over 50 countries with more than 460 stores worldwide, selling retail luxury goods and jewelry.

Business Requirements

The client wanted to develop a custom white-labeled application for their newly acquired business line. The application would be hosted on Azure/GCP compatible with Salesforce Marketing Cloud and other marketing automation platforms.

- Take advantage of the evolving success of LINE's official accounts
 - Leverage additional functionality of LINE that is not currently supported by Salesforce Marketing Cloud:
 - ▶ Flex messages
 - ▶ Rich menu
 - ▶ Performance tracking
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Solution

The custom application is designed to provide an easy-to-use platform to create flex messages and rich menus for LINE application integration. Customizable templates are utilized to showcase products, promotions, discounts, and events. The key features of the solution are as follows:

Flex message

The flex message creation functionality provides two options to the user: creating a new message from the module library or creating a new message from scratch. Users can combine different types of modules such as images, text, carousels, and videos to create their message. They can also add call-to-action for each module component, select assets from the Salesforce Marketing Cloud content builder, preview messages, and save them to the database. Users can also import JSON data to create a message.

Rich menu


The custom application provides a library of predefined rich menu layouts that can be used to create a new rich menu. Users can configure each tab and tap zone within the tabs, select an overlay image from Salesforce Marketing Cloud content builder, associate a URL with each tap zone, provide a message title, and preview the rich menu before saving. Users can also mention the start and end date for menu visibility.

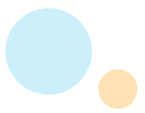
Integration with Salesforce Marketing Cloud

The messages and rich menus created by users can be saved in the custom application's database and passed on to Salesforce Marketing Cloud. This integration allows the client to use the saved messages and rich menus while building their journeys.

Journey Builder

To target specific users with flex messages or rich menus, data binding is used to share LINE_UID and personalization data with the web application.





Once configured, journeys can be scheduled or executed immediately. The custom application would perform LINE delivery through the LINE API, with necessary queuing and retry mechanisms in place.

Image map

Users can create an interactive image of their products, and when the customer clicks on a specific product, they can be redirected to the product page on the client's website or receive a message containing more information about the product.

Text messages

Enables users to send personalized messages to customers containing special offers, promotions, or updates on new products.


Message group

Users can send messages to a group of customers. This can be useful for sending mass announcements or promotions to a specific group of customers.

Performance tracking

Users can add performance-tracking parameters during the creation of flex messages and rich menus, and use saved performance tracking when creating new ones. For flex messages, unique shortened URLs with parameters are generated for each user to track their actions. For rich menus, interactions are tracked in aggregate since unique parameters cannot be added for each user.

Data is logged in the Salesforce Marketing Cloud data extension with corresponding data and time, and aligned with performance tracking parameters set by users. In the future, this data can be used to generate useful reports.



Technologies



Business Benefits

Easy-to-use platform: The solution makes it easier to create and manage marketing campaigns, without requiring any technical expertise.

Easy integration with marketing solutions: The custom application is designed to integrate easily with other marketing solutions like Adobe Campaign. This flexibility allows the client to choose the marketing solution that best fits their needs.

Cloud hosting: The application is hosted on Azure cloud/GCP, ensuring that it is scalable, secure, and reliable. This helps avoid the costs and headaches associated with hosting and maintaining their servers.

Performance tracking: The solution enables the client to track performance of campaigns using unique shortened URLs with parameters for flex messages, and by tracking interactions in aggregate for rich menus. This data is logged in Salesforce Marketing Cloud Data Extension and can be used to generate useful reports to help optimize campaigns.

